

IN THIS
ISSUE WE

CLIP
BATMAN RETURNS

BUZZ CUT
THE OLYMPICS

TEASE
BASIC INSTINCT

No.
314
October
1992

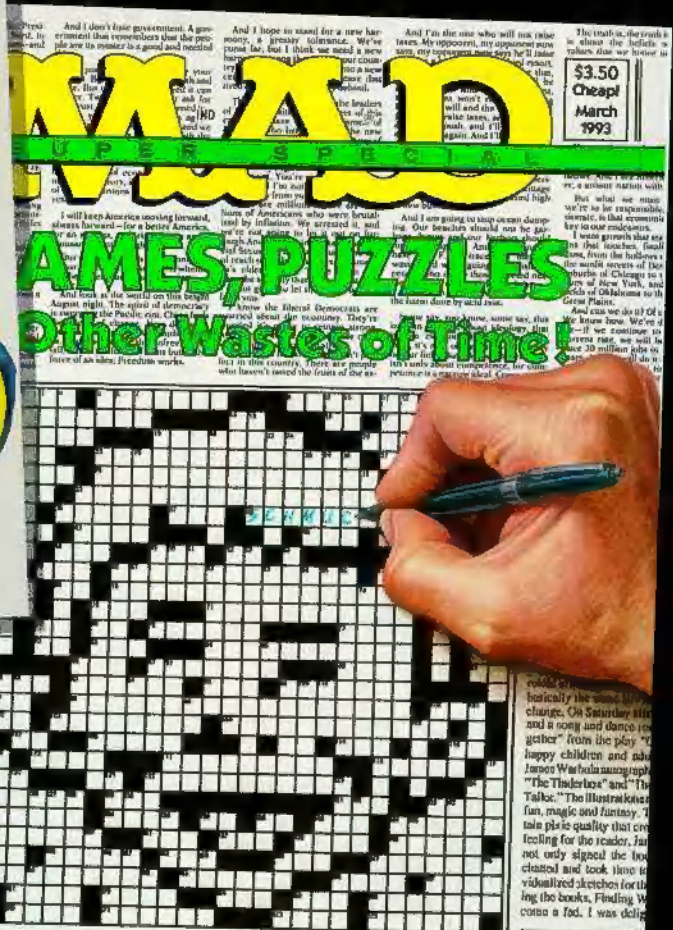
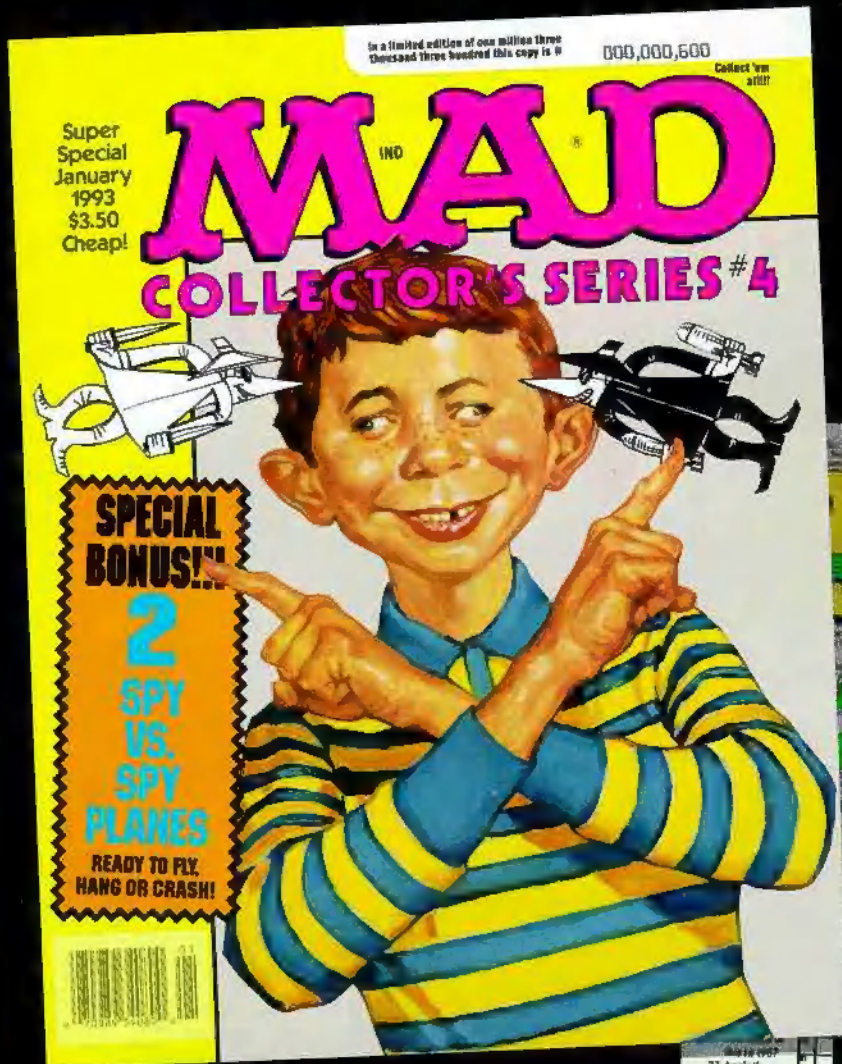
MAD[®]

Our
Price
\$1.75
Cheap!



#1 & #2 ON THE CHARTS!*

*Mainly, the Charts That List This Summer's Two MAD Super Specials!



- 72 Axelrod
- 61 Ben
- Crashaw's
- cutty
- 77 Merry
- Christmas
- and a
- How Near
- (I wonder)
- 69 Latest
- Supreme
- Court
- Justice
- appeal
- 19 Max
- 20 Kora
- 40 Many (pl)
- NY
- Destina, etc.

erist discreetly hid-
treasures among the
the curious crowd
skat of "The Tider-
cille Sleepy revealed
was able to an loved
tained as antiques



UPC Symbol
Ruins Another
Cover

Recycling Nightmare
96 Pages in New MAD Super Special

On Sale Now—Just in Time for Summer School Reading!

MAD

"The distance between many people's ears is a block!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

CHARLIE KADAU, JOE RAIOLA, *associate editors*

DICK DE BARTOLO *creative consultant* **ANNE GAINES** *ass't. to the publisher*

ANDREW J. SCHWARTZBERG *editorial assistant*

JACK ALBERT *law suits* **DOROTHY CROUCH** *foreign correspondent*

LILLIAN ALFONSO, CLAUDETTE NICHOLS,

FREDDIE MALONEY *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

ALL JAFFEE DEPARTMENT

The Pump Idea in Other Products 11

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT

High Tech Excuses for the 90's 14

BEHIND THE CREATE BALL DEPARTMENT

Small But Significant Inventions of the Past 20

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of 32

BRUCE WAYNE'S WORLD DEPARTMENT

"Buttman Returns" (A MAD Movie Satire) 4

DOOM WITH A VIEW DEPARTMENT

Why the 21st Century May be Even Worse Than This One 17

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 29

LETTERS AND TOMATOES DEPARTMENT

Random Samplings of Reader Mail 2

LITTLE SHOPS OF HORRORS DEPARTMENT

MAD Presents Selected Scenes From the Transylvania Mall 37

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Sergio Aragones **

MASSING PERSONS DEPARTMENT

A Spotter's Guide to Trendy Groups of the 90's 26

MYTH-CONCEPTIONS DEPARTMENT

The Lost Playground of Kids Your Parents Always Told You About But You've Never Seen Yourself!!! 24

OMISSIONS ACCOMPLISHED DEPARTMENT

JFK Conspiracy Theories Oliver Stone Left on the Cutting Room Floor 30

QUIP-CHANGE ARTISTS DEPARTMENT

MAD's New Twists on Old Jokes 22

ROMANCING MS. STONE DEPARTMENT

"Basically, It Stinks" (Another MAD Movie Satire) 40

SERGE-IN GENERAL DEPARTMENT

A MAD Look at the Olympics 45

SHRINK RAP DEPARTMENT

Drama on Page 48 84

TALES FROM THE SCRIPT DEPARTMENT

Drama on Page 16 61

**Various Places Around The Magazine

FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: JAMES WARHOLA BACK COVER WRITER: DAN BIRTCHER

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 11 issues \$33.75 or 40 issues \$53.75. Outside U.S.A. (including Canada): 8 issues \$18.75 or 24 issues \$48.75 or 40 issues \$74.75. (Canadian price has GST tax included). Entire contents copyright © 1992 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

"BUTTMAN RETURNS"
(A MAD MOVIE SATIRE)
Pg. 4



THE PUMP IDEA IN OTHER PRODUCTS
Pg. 11

WHY THE 21ST CENTURY MAY BE EVEN WORSE THAN THIS ONE
Pg. 17



THE LOST PLAYGROUND...
Pg. 24

MAD PRESENTS SELECTED SCENES FROM THE TRANSYLVANIA MALL
Pg. 37



"BASICALLY, IT STINKS"
(ANOTHER MAD MOVIE SATIRE)
Pg. 40

AN EXCITING SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!

- ☐ I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!

☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 8 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPT.



READ MY (YECCH!) LIPS

Your cover of MAD #312 was a wonderful interpretation of the "outcome" of George Bush's talks in Japan. Instead of calling him the President of the United States, we should retile him the "Duke of Hurl!"

John Morales
Redwood City, CA

Hmmm. Let's see...checking our official Lineage of Royalty chart, if George Bush is the Duke of Hurl, that would make his son Neal Bush the Viscount of Vomiti!—Ed.

BONEHEAD MAIL

Your page 48 memo "from the desk of William M. Gaines" in issue #312 says the MAD staff should never use the words idiots, morons, imbeciles, dolts and clods because they describe MAD readers and might alienate them. Well, we're MAD readers and we're none of those. We're boneheads! We would prefer this be put in "Bonehead Mail," not "Moron Mail."

Nick Bevis
Chris Egolf
America, USA

Your wish is our command, morons!—Ed.

MORON MAIL

I've been reading your trash for six years now. I can't stop! It's like you have some hypnotizing device in your magazines.

Jake Van Putten
Eagan, MN

Jake—You've found us out! Yes, it's true. There's something in each issue that makes our readers' eyelids heavy like sandbags—that makes them drowsy and eventually lose consciousness—it's called "The Lighter Side Of..."—Ed.



MAIL FROM PEOPLE IN NEW JERSEY

I am writing this letter on April 27th at 9:36 and 36 seconds, which means there are 2,084 days until the year 2000 or 50,016 hours until 2000 or 3,000,960 minutes until 2000 or 19,806,336 seconds until 2000. Just thought you would like to know that.

Philip Sletteland
Kendall Park, NJ

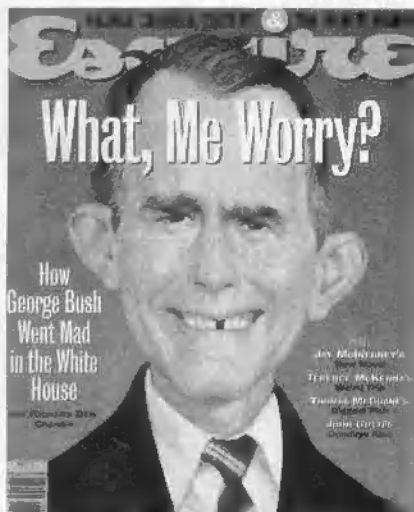
So, you like math, eh? Well here's a puzzler we think you'll still be calculating well after the year 2000: How many days until you get a life?—Ed.

Soap gives me the willies.

Robert Boyd
Lyndhurst, NJ

Robbo—No soap, radio!—Ed.

THE FACE IS FAMILIAR



There's a real political outsider stirring up the Presidential Race this year... Alfred E. Neuman! That's why *Esquire* magazine chose to combine Alfred with George Bush on its June cover, while *Texas Monthly's* June issue cloned our grinning, gap-toothed boy with H. Ross Perot (the big ears, however, are Ross's!). This double-whammy received media coverage from coast to coast, including an appearance by MAD's Editors on *Entertainment Tonight!* Oddly, the current *Road and Track* cover features an illustration that's half Bill Clinton, half Chevy Caprice! Go figure!

"JOHNNY WARPER"

Regarding your "Johnny Warper" advertisement on the back page of issue #311, we commend you for bringing to your readers' attention the significant negative consequences associated with alcohol use during pregnancy. Your contribution is appreciated, as is the message you present regarding the role advertisers have on women's drinking behaviors. Many women who abuse alcohol during pregnancy would cease such practice with education, treatment and support from our society.

Donna L. Nimec, M.D.
Michele M. M. Mazzocco, Ph.D.
Denver, CO

Lady doctors—Thanks for your kind words. Hey, why don't we get together after work? We can throw back a few shooters and chug some brews! Wheddaya say?—Ed.



A MAD LOVE STORY

My husband, Scot Burnell, has been reading MAD ever since he was hospitalized as a little boy. He says it was the only thing that put a smile on his face and ever since then he has been an avid fan and collector of MAD. I love him so much and would be so thankful if you could print this and allow me the pleasure of seeing his eyes light up when he reads it!

Lara Burnell
Costa Mesa, CA

Okay, we'll print your letter, but we have one question for you: What the hell are you doing married to a little boy? Seriously, if you REALLY want to see your husband's eyes light up, we suggest the next time he comes home from the hospital, you greet him at the door wearing this issue of MAD and nothing else!—Dr. Ed.

ROADS TO RUIN

Just thought I'd show you what I have to cross each day to get to town.

Wendy Franklin
Blue Lake, CA



MAD River? Wow, talk about a bridge over troubled water!

As you can see, MAD is popular all over the world! Here in Israel, we give the streets names of popular artists and writers!

Gal and Ran Chen
Herzeliya, Israel



Al Jafe (sounds like Jaffee) Street in Israel...what's next, Bob Clarke Highway?

Please Address All Correspondence To:
MAD, Dept. 314, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Sara and Brian on the birth of their son, Sam!

WHAT'S NEXT YOU ASK?

SERGIO ARAGONES NEXT MAD BOOK



The Next Book in a Long Line of
MAD Books that Clutter Your
Bookshelf...and Your Mind!

PICK UP YOUR
NEXT COPY
NEXT TRIP TO
THE BOOKSTORE!

BRUCE WAYNE'S WORLD DEPT.

1992 is shaping up to be a really miserable year! Our beloved President embarrasses every U.S. citizen by hurling all over the Japanese Prime Minister, Raul Julia is back on Broadway and Country Music continues to gain in popularity! And if all that weren't bad enough, now...

I'm **Danny DeVito**—also known as **The Penicillin!** In this film I play a **half man/half bird!** The role was a **snap** for me since I had a **big advantage**—I was already **half man!!!**

I'm **Michael Keaton**—also known as **Buttman!** In my last film I was **romantically linked** with **Vicky Vale!** Unfortunately, I could not give her what she **wanted** and now she is **no longer** with me!

Tell me, sir, **what** was it that **Miss Vale** **wanted** from you? A **commitment?**

No, **Neuman**, I'm afraid she wanted a piece of the **gross profits** to appear in this **sequel!**

I'm **Michelle Pfeiffer**—also known as **Scatwoman!** In this film I whip **Buttman's** **cute little buns** all over **Gotham City!** Well, okay, in **truth** my stunt double whips his stunt double's **cute little buns** all over **Gotham City!**



That **Scatwoman** disguise is the most **transparent** one I've ever seen! Do they expect us to **believe** that people in **Gotham City** can't tell who she really is?

It's a **disorder** that afflicts people who live in **comic books!** It's the same **stigmatism** they have in **Metropolis** where they can't tell **Cluck Kent** is really **Stuporman** wearing **glasses!**

If all this **merchandise** was left over from the **first Buttman** movie, just think how much **crap** will be **remained** after this **bomb!**

It would have been a **better** movie if **Warner Brothers** had spent **half** as much time on **improving** the **script** as they did on **pushing** the **merchandise!**

Wasn't **Rappin'**, the **Boy Blunder**, supposed to be in this one?

Well, he might be in a **Buttman** film soon!

How soon?

As soon as **Macauly Culkin** puts on enough **muscle** not to look **idiotic** in **Rappin's** outfit!

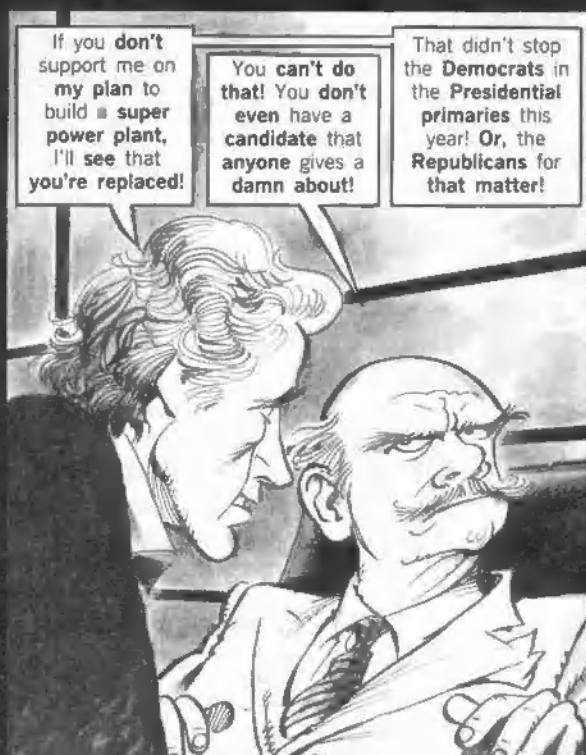
BUTTMAN

RETURNS



ARTIST: MORT DRUCKER

WRITER: STAN HART



Look at all
this violence!

That concert
isn't till next
week, jerk!

You
mean
to
go
somewhere
else?

We were expecting
this! It happens at
any Guns N' Roses
concert where they
have arena seating!

Then this is
serious! Let's do
what most cops do
in cases like this!

Right!



Look! The sign from
Commissioner Boredom!
It means he needs Buttman!

It's strange that in this age
of cellular phones, electronic
mail and fax machines, he
still uses this antiquated way
of communicating with you!

If you think that's strange, what
do you think of a grown man
dressing up like a bat with a
cumbersome cape and a mask
that gets all sweaty inside, who
fights crime without getting paid?

The word "putz"
does come to mind!



My Buttmobile is fantastic! It can
sprout wings, deploy razor sharp blades
and launch deadly frisbees! But the most
amazing thing about this totally
dependable and efficient vehicle is that it
was made by an American car company!



Well,
Buttman,
you did it
again! You
cleaned up
Gotham City!

I don't
want any
thanks,
Commissioner
Boredom!

And you're not getting any! With you
around, the citizens don't think they
need cops and they keep cutting the
department budget! You know how
many policemen you've thrown out of
work? You're a one-man recession!



I am known as
the Penicillin!
I was raised by
penguins in
the Antarctic
after my parents
abandoned
me as a baby!

If he was
raised by
penguins,
don't you
wonder
how he
can speak
English?

Not really!
I know a
guy who
was raised
by frogs
and he
can speak
French!



You thought you
could get rid of
your old partner
by cutting him up
and flushing him
down the toilet! But
I live in the sewers
and I see everything!

How
can
you
live
in the
...ugh...
sewers??

It's got its advantages! Like you don't
have any neighbors to hassle you when
you throw parties...and you don't have
to worry about dieting because you never
have an appetite from living down here
with all this drecch! The only time it
gets bad is when someone uses Liquid
Plummer—that stuff really stings!





I'm not a **bad guy**. All I want is to find out who my **human** parents are! Just **once** I'd like to get a **nice** Christmas present from my folks, instead of the **dead, giftwrapped fish** my **penguin** parents always give me!

Gee, that gets you right in the **heart!**

Yeah! From now on I'm going to use a **better** grade of toilet paper to show him that I **care!**



These are my parents, **peacefully** sleeping!

Why are they so far **apart?**

That's how they slept when they were alive! They didn't want to take a chance of ever having another one of those!



Extra! Penicillin in **Gotham Globe** says, "I Forgive My Folks"!

"Love Is What It's All About," Bird Guy tells the **Daily News!**

Penicillin admits to **Supermarket Sun**, "I Never Slept With Bill Clinton"!

I love this **publicity!** By the way, except in the movies, when's the last time you saw a **newsboy** hawking papers on a **street corner?**



I know all about your **corrupt** scheme! You're going to build a **giant capacitor**, not a **power** plant! You're going to **store** energy, not **produce** it and therefore have the city at your **mercy!** What do you think would happen if the story got out?

Nothing would happen! The story is so **confusing** no one could possibly understand it! However, just to be on the **safe** side...



Dad, what are you **doing?**

I have a lot of **difficulty** telling employees that they're fired! This is an **easier** way!

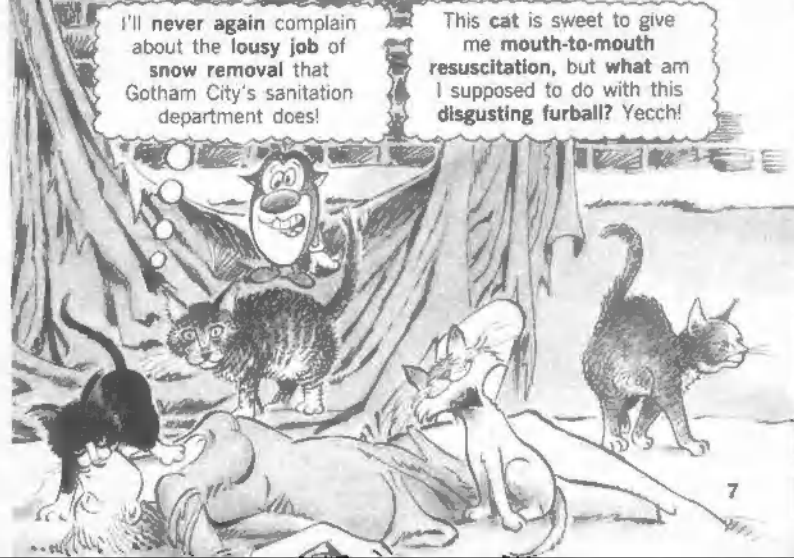
But she's going to **die!**

Don't get all bent out of shape, son. She was only a **temp!**



I'll never again complain about the **lousy** job of snow removal that Gotham City's sanitation department does!

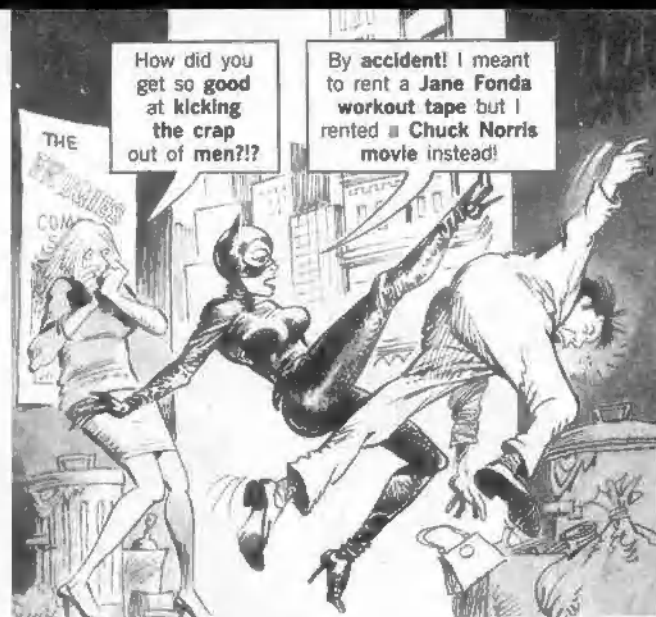
This cat is sweet to give me **mouth-to-mouth** resuscitation, but what am I supposed to do with this **disgusting** furball? Yecch!





It's time for me to emerge as Scatwoman!

I'll say it's time! This movie is one-third over!



How did you get so good at kicking the crap out of men?!

By accident! I meant to rent a Jane Fonda workout tape but I rented a Chuck Norris movie instead!



I want you to be elected next Mayor of Gotham City! To do it, we'll have to somehow make you look like a hero!

How about if I encourage these guys to arm themselves and terrorize people, then I step in and make them stop?

Brilliant! Where did you get such a sick idea?!

From President Bush's policy towards Saddam Hussein!



Why are you trying to beat up on me?

To prove to the world that women are as rough and tough and mean as men! We're as good or as bad as you are!

How did you pick up that militant women's lib jargon?

By another accident! Instead of renting a Chuck Norris tape, I got Thelma and Louise instead!



YEOW!!!

Hey, sharing dialogue balloons is kinda sexy!



Scatwoman, your outfit is driving me crazy!

Forget it, it wouldn't fit you! Now, let's talk about getting rid of Buttman!

I can't keep my mind on what you're saying! Maybe you should slip into something more comfortable, like my bed!

No thanks, My head and feet would hang over the ends! Let's make Buttman the villain instead of the hero of Gotham!

Think it could work?

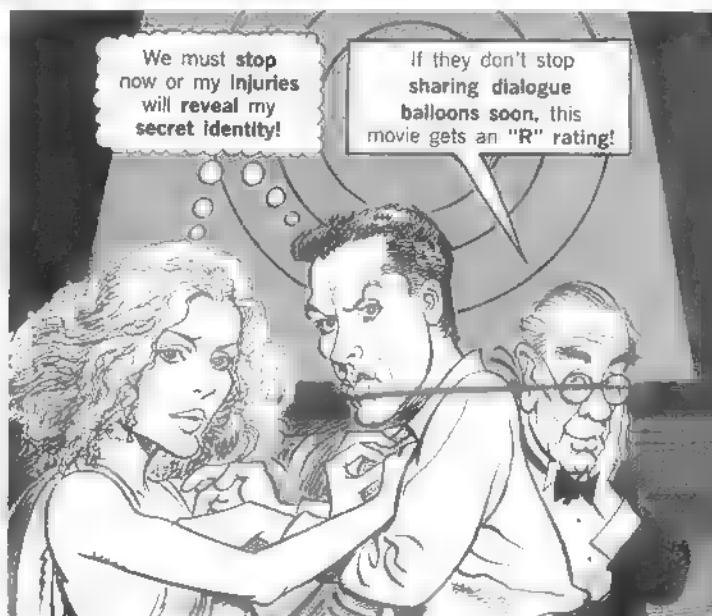
Sure! Didn't it work fine in Superman IV?!

PURRR...



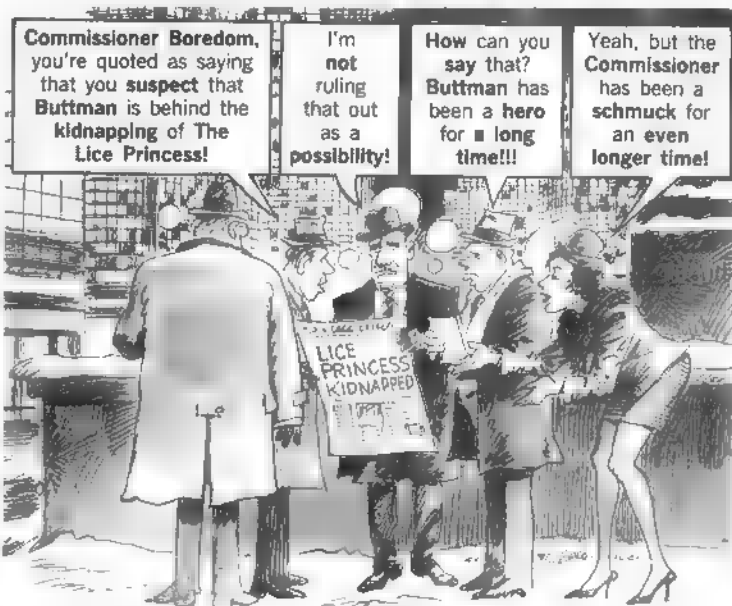
I wonder how he would like making love feline style, in ■ neighbor's back yard???

I wonder how she would like making love bat style, upside down in a damp cave full of guano???



We must stop now or my injuries will reveal my secret identity!

If they don't stop sharing dialogue balloons soon, this movie gets an "R" rating!



Commissioner Boredom, you're quoted as saying that you suspect that Buttman is behind the kidnapping of The Lice Princess!

I'm not ruling that out as a possibility!

How can you say that? Buttman has been a hero for ■ long time!!!

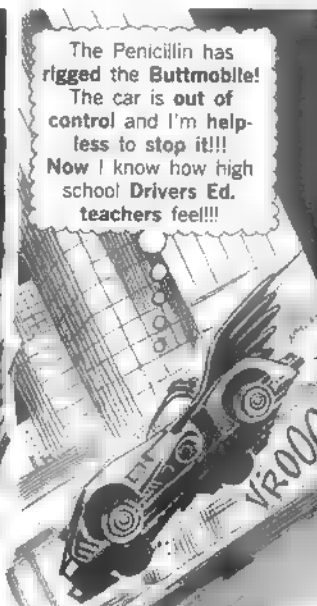
Yeah, but the Commissioner has been a schmuck for an even longer time!



We'll take this baby apart in no time!

You sure?

Trust me! When I was in New York, I ran the biggest chop shop in the city! It's the only growth industry the Big Apple has!



The Penicillin has rigged the Buttmobile! The car is out of control and I'm helpless to stop it!!! Now I know how high school Drivers Ed. teachers feel!!!



Here's a list of all the first born in Gotham City! I'm going to kill every one of them!

Incredibly diabolical! How did you get an idea like that!

By accident! I went to rent ■ copy of *The Birds* but I picked up *The 10 Commandments* by mistake!



You're... You're Buttman!

I'm sorry you discovered my identity! People who learn my identity disappear like Icky Vale!

But Neuman knows your true identity and he's still around!

He's a better kisser than she was!



Either these kids have been captured by The Penicillin or it's the first day of a new school term!

What are you up to, Neuman?

Penicillin is about to make a speech! I'm going to interrupt his television signal so that nothing comes over!

Are you sure you can do it?

Positive! I did it all the time when I worked for a cable TV company!



Things don't always work out the way you hope! I wanted to have my name up in lights. Instead I get my tush up in lights!



I'm going under! I knew I should have started at the shallow end!

I haven't the heart to tell him this is the shallow end! Goodbye, Penicillin! We won't be seeing you again!

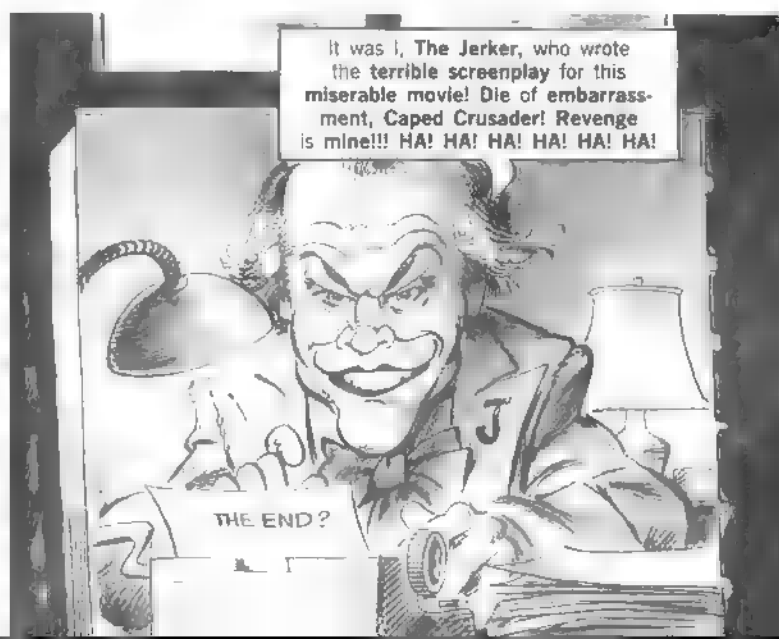
That's not my fault! ■ this script had been better, they might have brought me back for a sequel!



I feel empty and unfulfilled!

Ha, ha, ha, ha! I got my revenge ■ last!

recognize that voice!



It was I, The Jerker, who wrote the terrible screenplay for this miserable movie! Die of embarrassment, Caped Crusader! Revenge is mine!!! HA! HA! HA! HA! HA! HA!

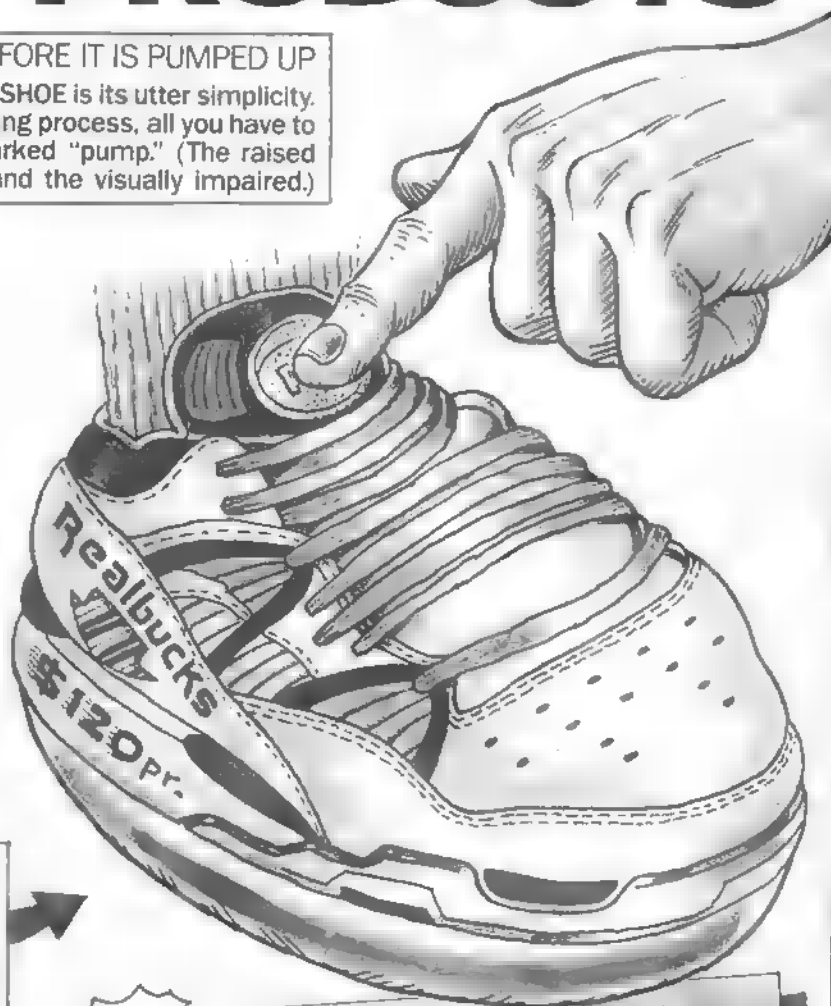
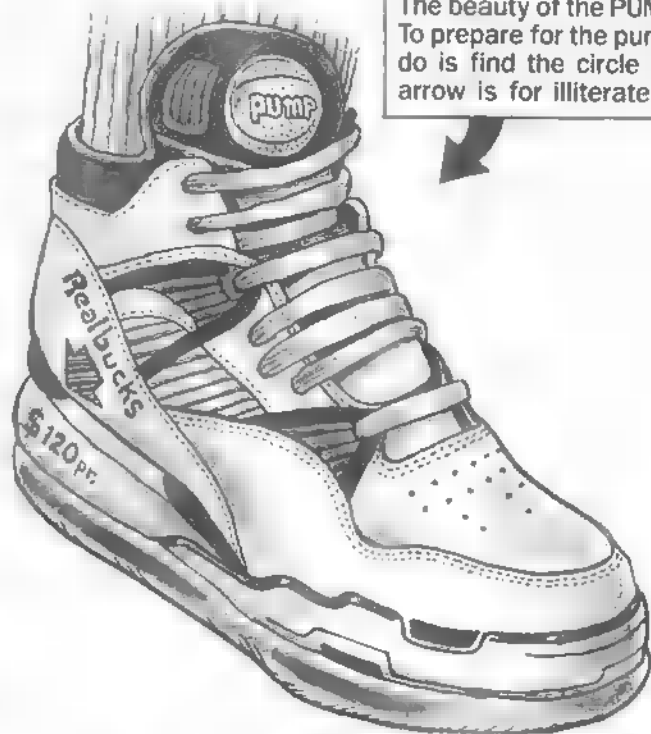
The Pump Shoe offers incredible benefits. No, not for your feet, silly—for the owners of the company that makes them! This product has single-handedly (or is it single-footedly?) pumped up sales and inflated the incomes of everyone selling them. But why should they be the only ones to swell their bank accounts? Why not expand the profits in various industries with...

THE PUMP IDEA IN OTHER PRODUCTS

ARTIST AND WRITER: AL JAFFEE

THE **PUMP** SHOE BEFORE IT IS PUMPED UP

The beauty of the **PUMP** SHOE is its utter simplicity. To prepare for the pumping process, all you have to do is find the circle marked "pump." (The raised arrow is for illiterates and the visually impaired.)



THE **PUMP** SHOE AFTER IT IS PUMPED UP

After finding the circle marked "pump," it's simple to produce the **PUMP** SHOE effect. Using any convenient finger, push vigorously in and out until the desired level of comfort is reached.

WARNING!

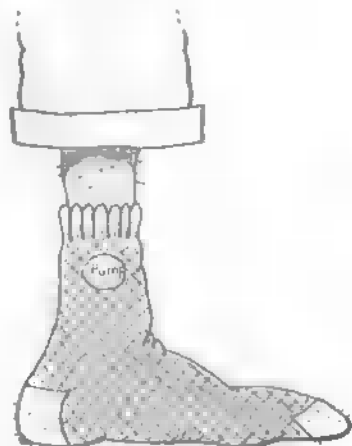
Do Not Overpump!

Manufacturer
is not responsible
for the horrors
of
an exploding
shoe!



THE **PUMP** SOCK

This idea goes the Pump Shoe one better. In fact, you don't even need ■ Pump Shoe with this hot little item. It makes **EVERY** shoe a Pump Shoe! No matter how oversized your shoe, boot, or fishing wader, the **PUMP SOCK** expands inside to make a comfortable and cozy fit!



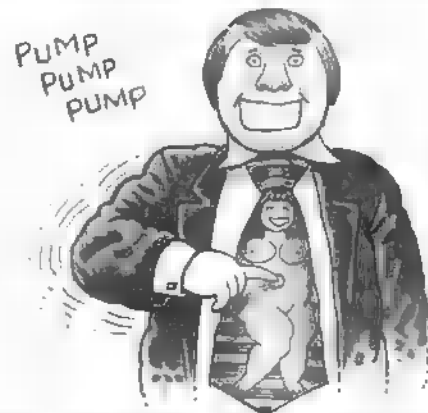
THE **PUMP** DIAPER

No matter how they try they never completely succeed in making disposable diapers leakproof. Babies come in too many different sizes and shapes! The **PUMP DIAPER** solves this problem by tightening snugly around every part of the baby that could possibly produce unwanted fluids. (CAUTION! When deflating, do so in ■ large, well-ventilated room with adequate drainage!)



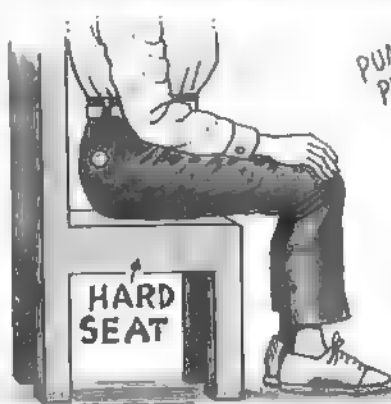
THE **PUMP** TIE

This may seem trivial, but for some it's a godsend! Poor wretches like accountants and lawyers must wear ties every day. Tie fashions go from narrow to wide and back without warning and always after you've thrown the old ties away! Staying in style is confusing and expensive. The **PUMP TIE** solves the problem by pumping in for wide and pumping out for narrow!



THE **PUMP** PANTS SEAT

Anyone who's ever sat through a long meeting on ■ hard chair knows what a pain in the butt that can be! With **PUMP PANTS** the pain is gone! Now plastic chairs, hardwood benches and cement stadium stairs are no longer instruments of torture. (WARNING! Be sure to deflate **PUMP PANTS** before walking out onto the street, or others may suspect you have ■ serious bodily control problem!)



THE **PUMP** SKI JACKET

Once inflated, the **PUMP SKI JACKET** prevents injuries! You can safely smash into trees and rocks, roll down steep slopes, fall from ski lifts and otherwise make a complete fool of yourself without fear or care. You're even safe in avalanches since you can slowly let out air to breathe till you're rescued!



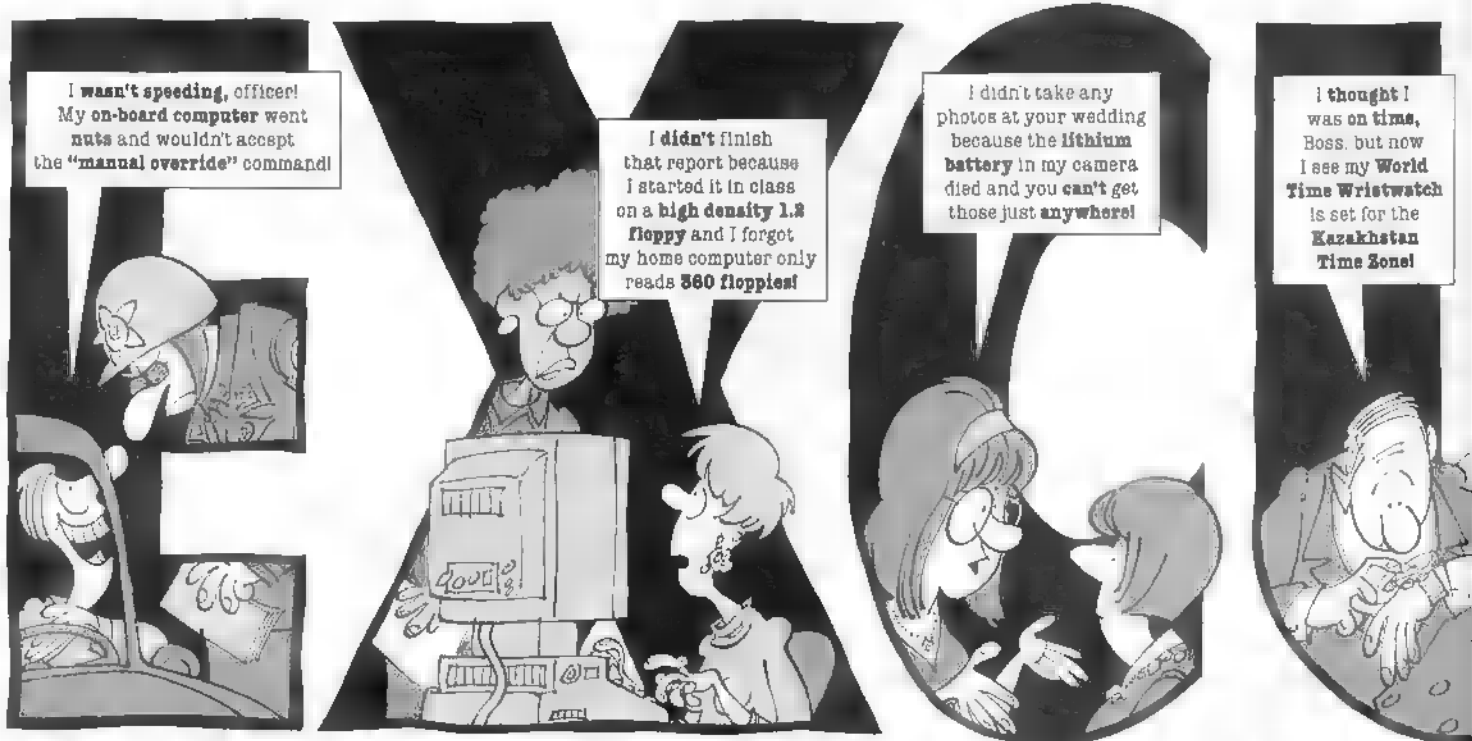
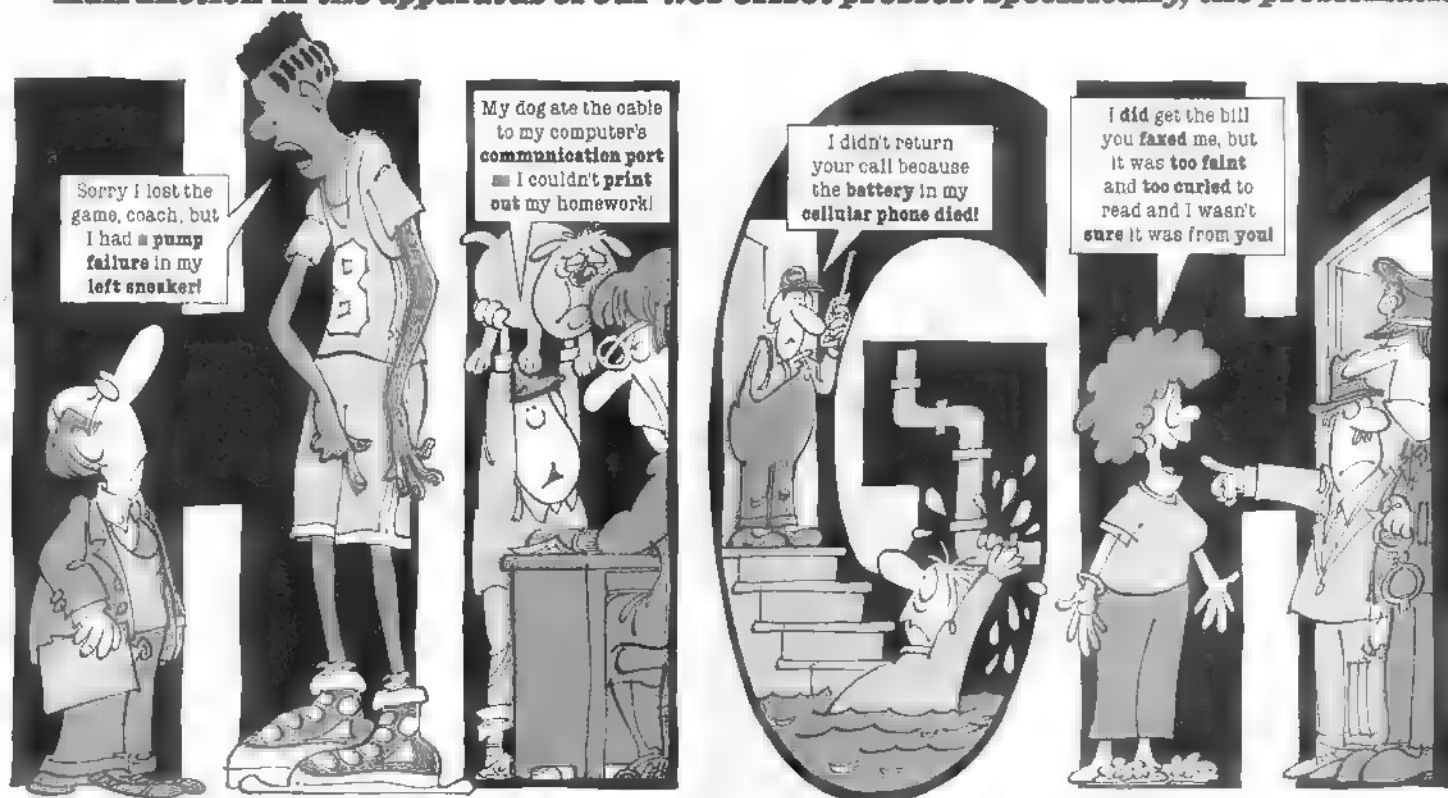
THE **PUMP** GLOVE

The **PUMP GLOVE** inflates to provide a cushion of air that protects the hand from many hazards. Ice, fire, and closing subway and elevator doors are no threat while wearing these! The only time the **PUMP GLOVE** should not be used is when fighting. Although your hand would be protected when you threw a punch, your nose would not be when you received one (unless, of course, you're able to pull the glove over your head!)



AN EMBARRASSMENT OF RICHARD'S DEPT.

We are unable to bring you the article originally scheduled for these pages due to a malfunction in the apparatus of our Web Offset presses. Specifically, the problematic



FOR TH

Quadracci cylinder would not operate correctly after it got caught on the Brennan/Aspenson lever! If you believe this excuse, then you're sure to believe these other...

I'd like to pay you the money I owe you, but I forgot my **Personal Identification Number** and now I can't get any money from the **Automatic Teller Machine!**



I have to **hang up** now, Mom! You can't hear it on **your end**, but my **neighbor's cordless phone** is **interfering** with the signal on my **cordless phone!**



I would have called you, but I got your **fax**, your **modem**, your **home**, your **office** and your **cellular numbers** all **mixed up!**



I'm sorry I missed my appointment, doc, but my **electronic organizer** crashed!



I didn't embezzle **two million dollars**, your honor. It must've been a **computer virus!**



I'd love to watch that **six hour video tape** of your **kids at camp**, but you're a **Super Beta family** and we're still a **VHS family!**

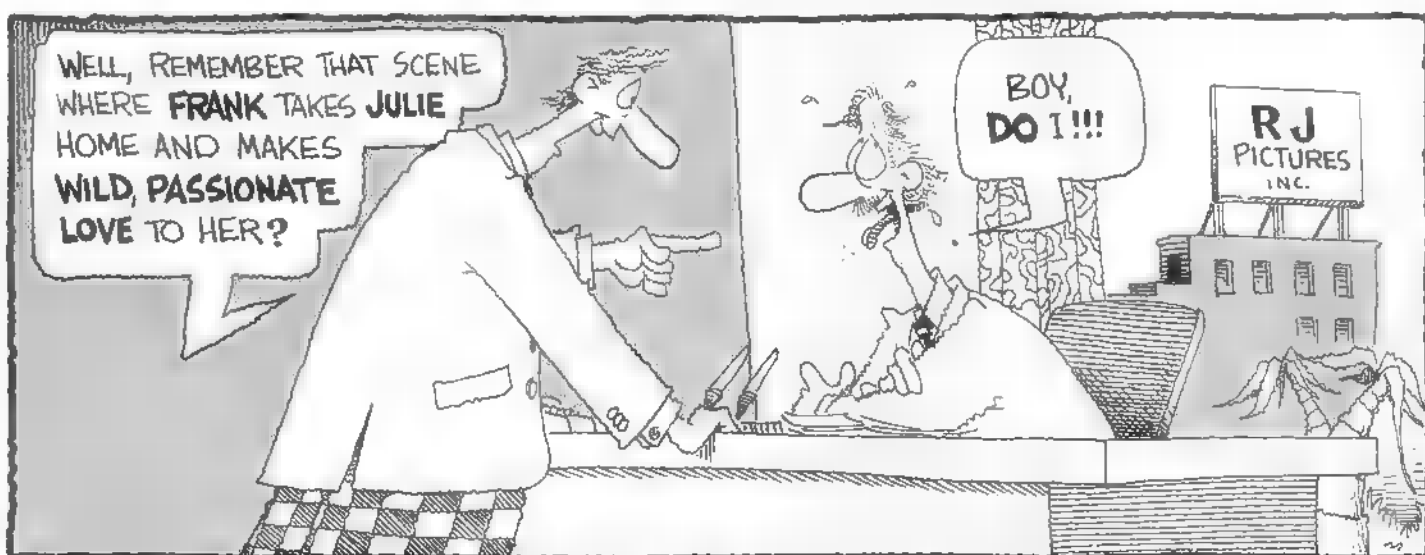
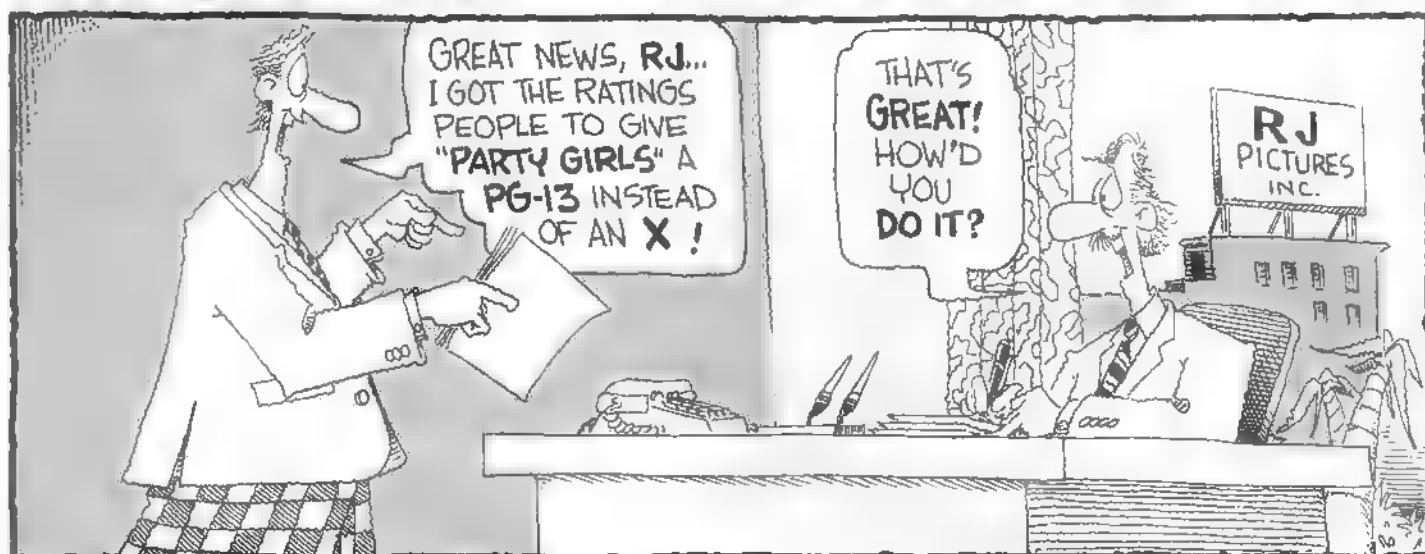


I didn't shave because using **lather** from my **aerosol can** only further **damages the ozone layer!**



Excuses

DRAWN ON PAGE 16



ARTIST: JOHN CALDWELL

WRITER: TERRY COPELAND



Now that the havoc-filled era known as the 20th century is finally drawing to a close, happy little idealists have begun to crawl gleefully out of the woodwork with a myriad of rosy predictions for the up-and-coming century. While we at MAD do find these optimists altogether cute and cuddly, we refuse to believe that all the world's wrongs will be righted once that big number 2 rolls around. As a matter of fact, given the relative calm-before-the-storm that was the very end of the 19th century, we've thought up a few speculations of our own about...

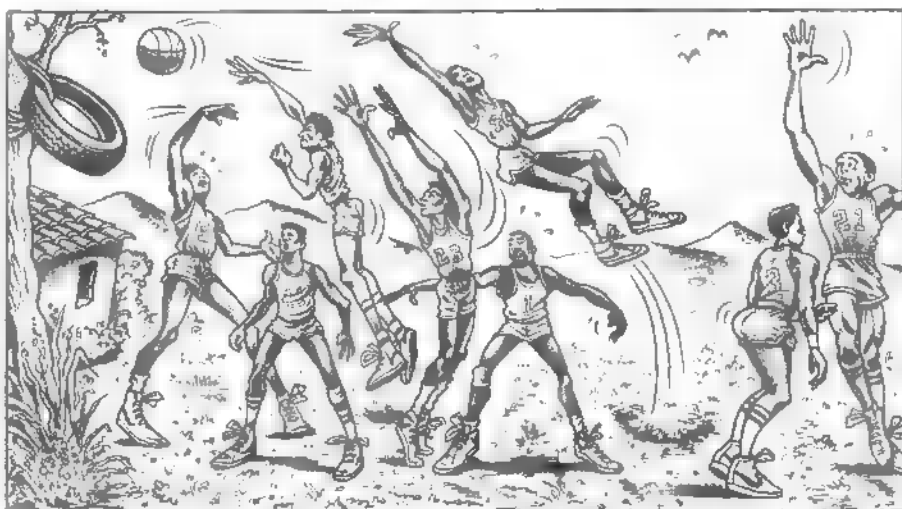


By 2075, the tabloids will have chronicled three more generations of the Kennedy family—many of them direct descendants of Teddy.

Why The 21ST CENTURY May Be Even WORSE Than This One!

ARTIST: RICK TULKA

WRITER: TOM KOCH



The N.B.A. may continue overexpanding until the 2026 play-offs run well into 2028, and the finals pit Guayaquil, Ecuador, against Pitcairn Island.



All the kids who appeared on "The Cosby Show" will be middle-aged performers still trying to cash in on their cuteness.

Around 2036, we will have a string of U.S. presidents who trained for the job by playing video games and listening to the philosophy of Sinéad O'Connor.

The Forbes Magazine list of the 400 Richest Americans for the year 2009 will be composed entirely of former restaurant bus boys, each of whom won the jackpot in his state's lottery.



The area that was formerly the Soviet Union will have been sub-divided into so many smaller countries that every Russian will be working in New York as a United Nations delegate.



Those entering nursing homes will run the risk of having to share a semi-private room and bath with either Andrew Dice Clay, Sandra Bernhard or Axl Rose.

Antique dealers will be asking \$350 for one of those gosh-awful plastic dancing Coke cans like your parents just threw away.



Dan Rather will retire while Geraldo Rivera is still young enough to apply for his job.



State-of-the-art oil tankers will be roughly five times as big as any now in use—and a whole bunch of them will be owned and operated by Exxon.

The world's nuclear powers will include not only Iraq, but also North Korea, the PLO, and the nasty street gang that terrorizes your neighborhood.



Those convicted in the Savings & Loan Scandal will be out of prison and back at work in their Savings & Loan offices.

By 2008, the average American will earn \$100,000 a year—but \$97,000 of that will go for health insurance premiums.



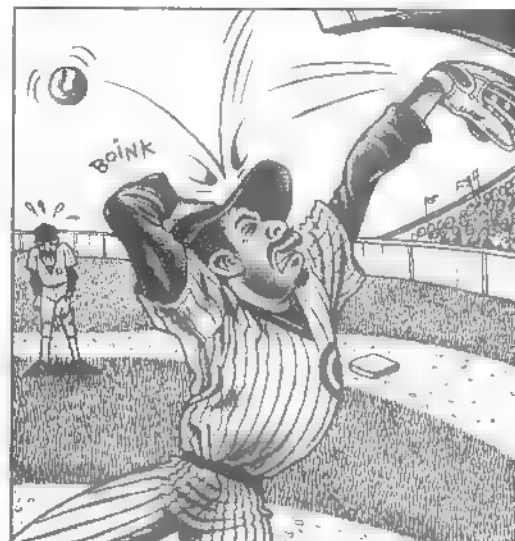
By 2009, there will be enough TV channels to allow all the lousy shows ever made to be re-run simultaneously.



The first best-seller of the 21st century just might be Kitty Kelly's unauthorized bio of former First Lady, Marilyn Quayle.



The next century will witness the decline into middle age and senility of Michael Jackson—which won't be a pretty sight.



2099 could very well be the Chicago Cubs' 155th straight season without a pennant.

BEHIND THE CREATE BALL DEPT.

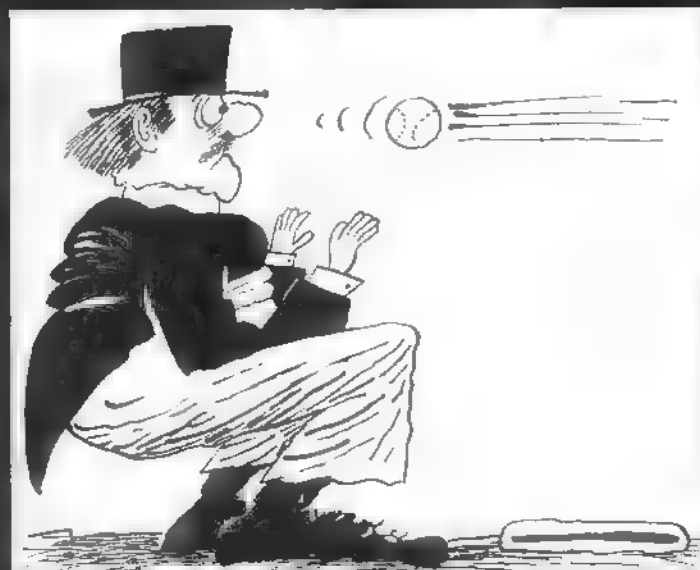
Now, a look at the moment before the creation of...

SMALL BUT SIGNIFICANT INVENTIONS OF THE PAST

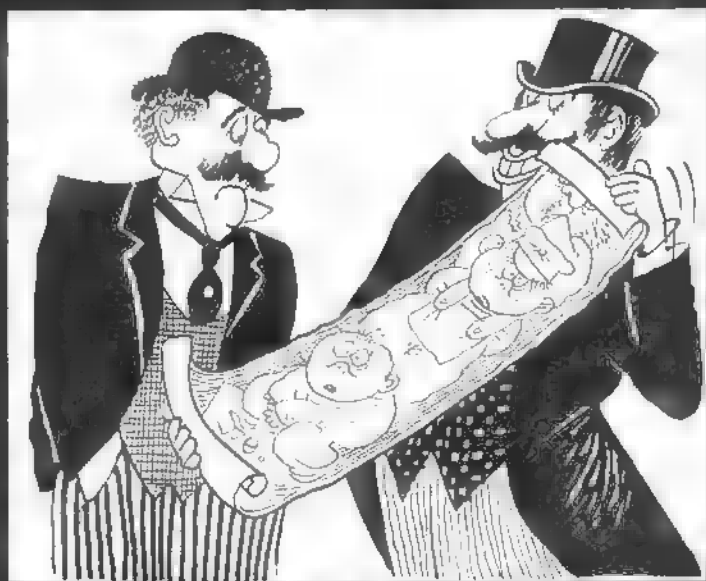
ARTIST AND WRITER: PAUL PETER PORGES



The Chimney



The Catcher's Mask



The Wallet-Sized Photo



The Magnetic Game Board



The Spare Tire



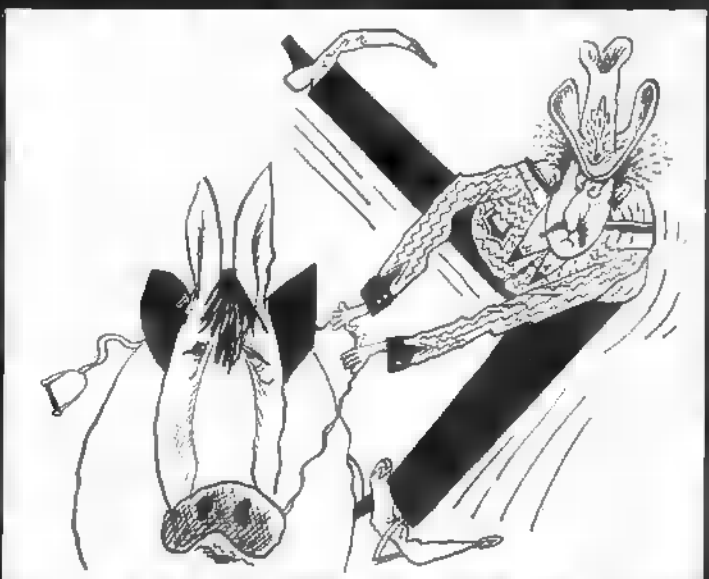
The Barf Bag



The Tea Bag



The Windshield Wiper



Fabric Softener



The "Hold" Button

How has the Soviet Union changed for Russian consumers since the fall of communism?
The Soviet Union used to be one large country with lots of shortages. Now it's eleven small countries with lots of shortages!

Why did the Russian consumer cross the road?
The lines looked shorter on the other side!

How can you tell when a National Enquirer reporter starts telling the truth?
He gets fired!

What's the best way to make a disgruntled postal employee stop killing his co-workers?
Tell him it's his coffee break time!

How many disgruntled postal employees does it take to change a lightbulb?
Disgruntled postal employees don't change lightbulbs, they shoot them out with the ammo they have left over after killing ten or twenty of their former co-workers!

Why do commuter train engineers hate derailments?
It makes them spill their drinks!

QUIP-CHANGE ARTISTS DEPT.

Carolanne's Comedy Club

NEW TWIS



To escape police chasing him for either shoplifting, drug trafficking, or soliciting a transsexual prostitute!

To pull the plug on a terminally comatose patient so he could get to "the other side."

Euthanasia is painless!

Former child TV stars can't afford a lightbulb because their parents and managers have squandered their money!

*Euthanasia advocates have
no use for the braindead!*

One. But he changes it before it burns out, so the lightbulb can "go with dignity."

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE



THE LOST PLAYGROUND OF KIDS YOUR

MYTH-
CONCEPTIONS
DEPT.

Children Who've Knocked Their Eyes
Out Playing With Pea Shooters,
B.B. Guns, Rubber Bands and Paper
Clips, Paper Airplanes or any
Item Not Made of Foam Rubber.

The Boy Whose Face
Remained Frozen
After He Made One
Too Many Funny Faces.

The Girl Whose Hair-do
Literally Caused Her
Parents to Die of Shame.

The Boy With
Hairy Palms.
(No Explanation
■ Necessary.)

PARENTS ALWAYS TOLD YOU ABOUT

ARTIST: TOM BUNK

WRITER: BARRY LIEBMANN

BUT YOU'VE
NEVER SEEN
YOURSELF!!!

The Girl Whose Ears
Were So Dirty That
Vegetables Were
Growing Out of Them.

The Foreign Child Whose Existence
Somehow Depended Upon Whether or Not
You Finished All Your Creamed Broccoli.

The Sixth Grader Who
Played a Rock Album
Backwards and Instantly
Became a Satan Worshipper.

The Seven-Year Old Whose
Life Was Destroyed Because of
Bad Marks on His Permanent Record.

TOM
BUNK

MASSING PERSONS DEPT.

Farewell, Yuppies! Your greedy little world is crumbling. You're a vanishing breed. Take a look around and you'll see that you're being replaced by a host of new, trendy groups. Who are they, you ask? Well, pay attention as MAD presents...

WOJOS

(Workers Ousted by Japanese Owners)

Where They Hang Out
Unemployment lines

Favorite Pastimes
Throwing up in sushi bars;
punching out Sony TVs

Rallying Cry
"Mitsubishis cause Cancer!"

Weekend Activity
Spray-painting "Remember Pearl Harbor!" on Subarus

A SPOTTER'S GUIDE TO TRENDY GR



RASPIES

(Rugged All-American Super Patriots)

Identifying Marks

Tattoos of General Schwarzkopf in battle regalia

Natural Enemies

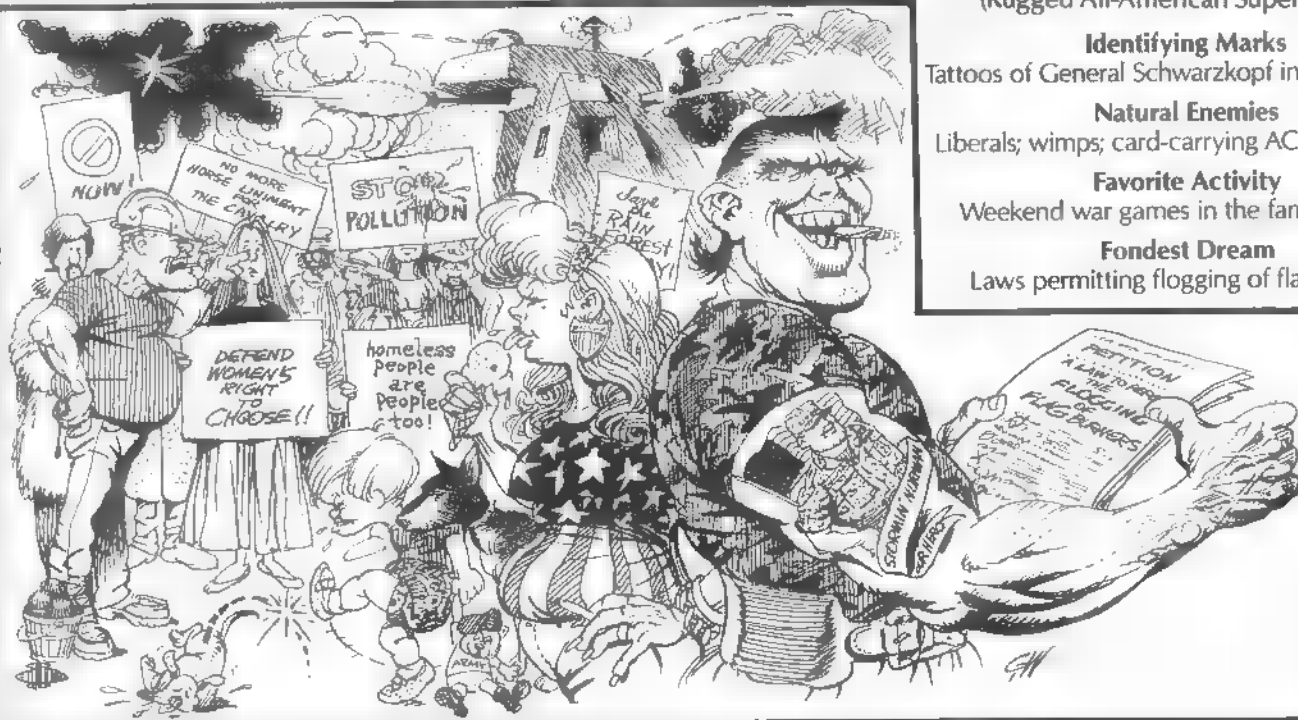
Liberals; wimps; card-carrying ACLU members

Favorite Activity

Weekend war games in the family bunker

Fondest Dream

Laws permitting flogging of flag-burners



COUPS OF THE '90s

FIRFEES

(Fleeced Investors Ruined Forever)

Identifying Marks

Prematurely gray hair; worry lines

Favorite Activity

Papering their bathrooms with worthless junk bonds and Savings and Loan stock certificates

Last Read

Eviction notices; bankruptcy petitions

Daily Exercise

Dodging creditors



ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

EFTAHs

(Entire Families That Are Homeless)

Family Motto

"God bless our doorway"

Identifying Color

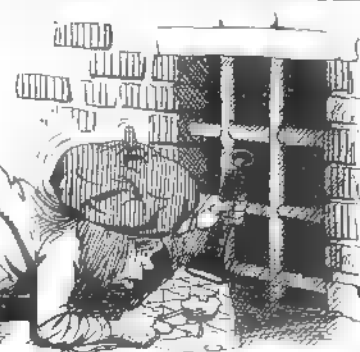
Frostbite blue

Most Common Furniture

Appliance box deco

#1 Kiddies' Activity

18-hour-a-day scavenger hunts



(Aging Yuppies Lamenting Lost Youth)

Multiple face-lift scars; designer dentures;
solid gold Life Alert Medical Transmitters

Bloomingdales (on Senior Citizen Discount Day)

Rolex rust

Charging Depends undergarments on their American Express Card



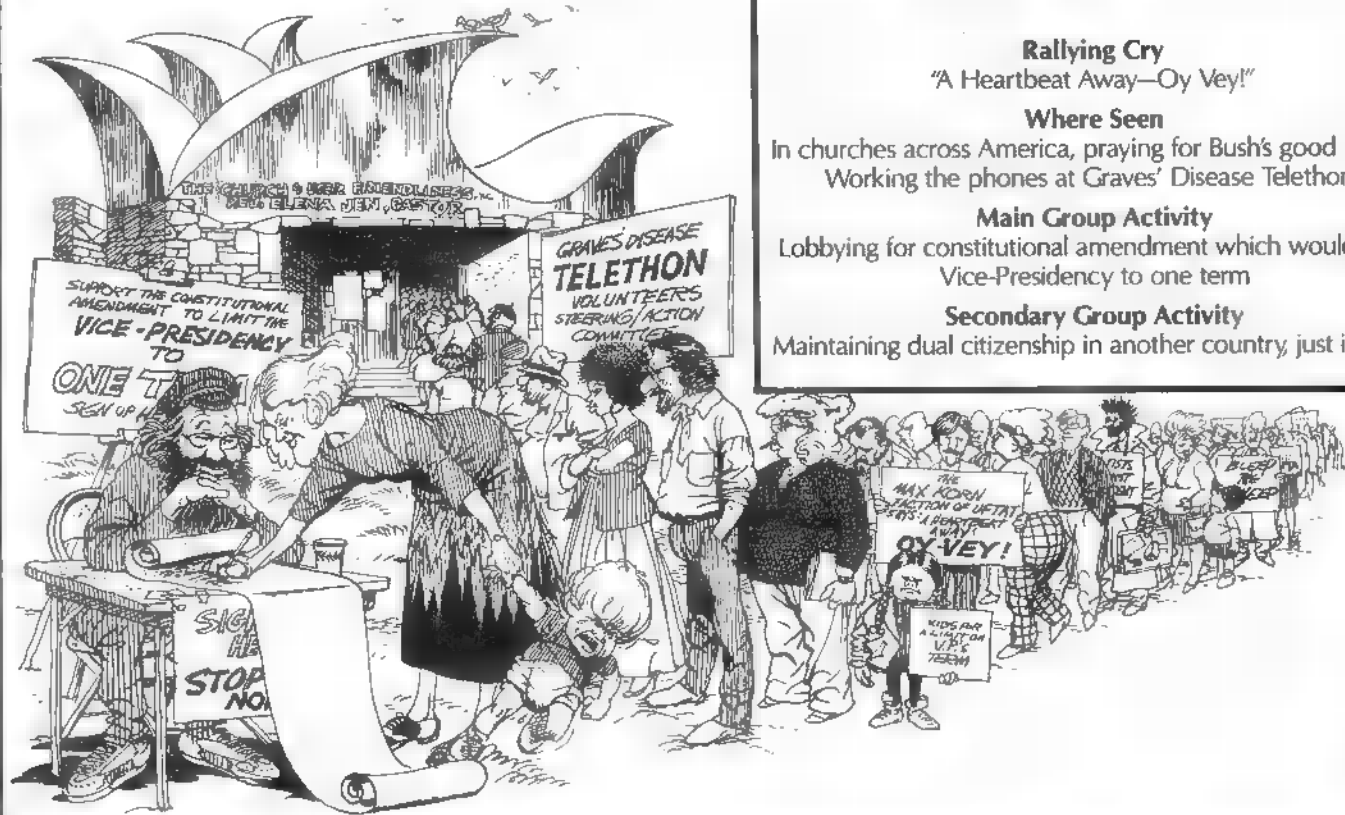
(Americans Scared of Quayle As President)

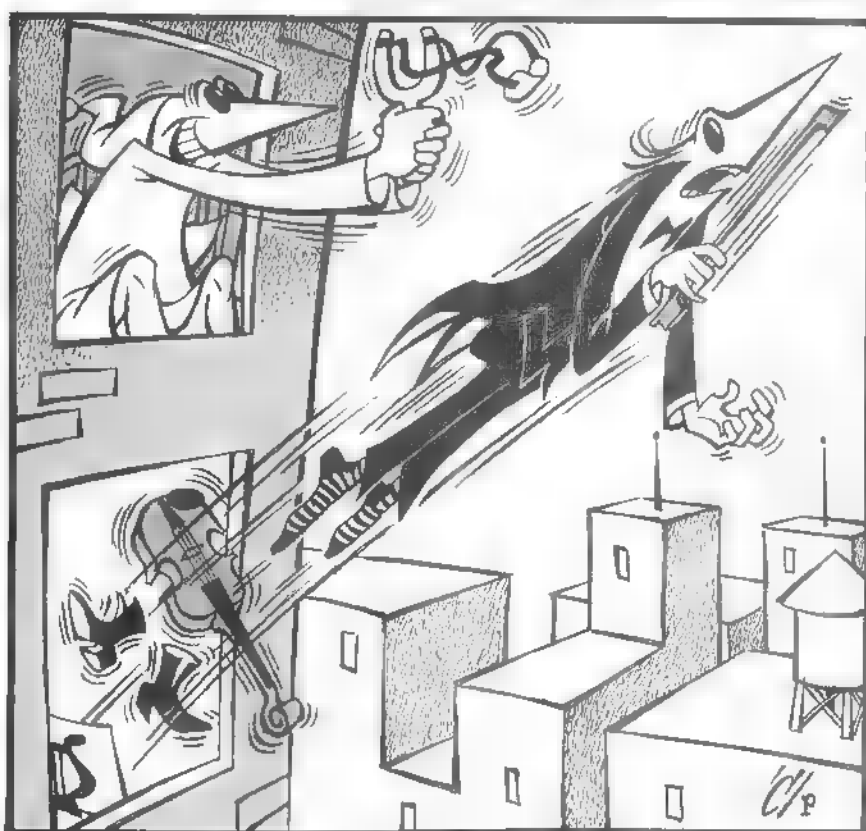
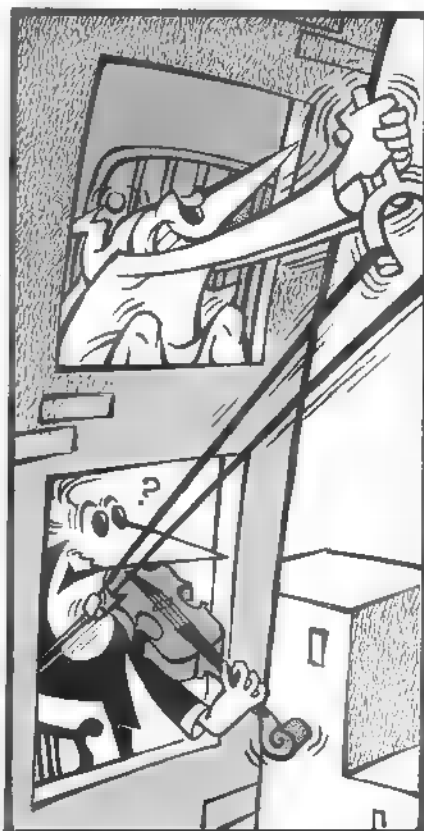
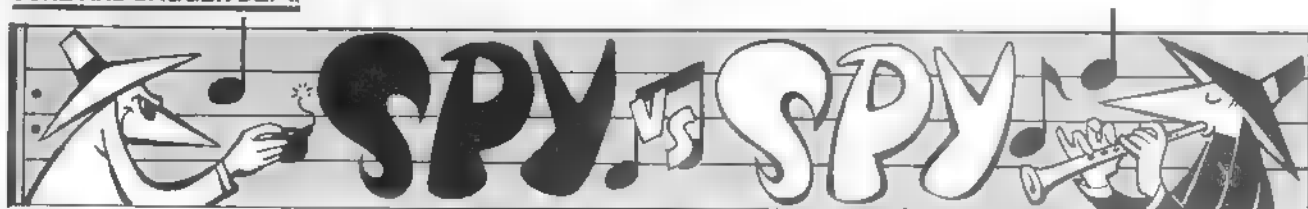
"A Heartbeat Away—Oy Vey!"

In churches across America, praying for Bush's good health;
Working the phones at Graves' Disease Telethons

Lobbying for constitutional amendment which would limit Vice-Presidency to one term

Maintaining dual citizenship in another country, just in case



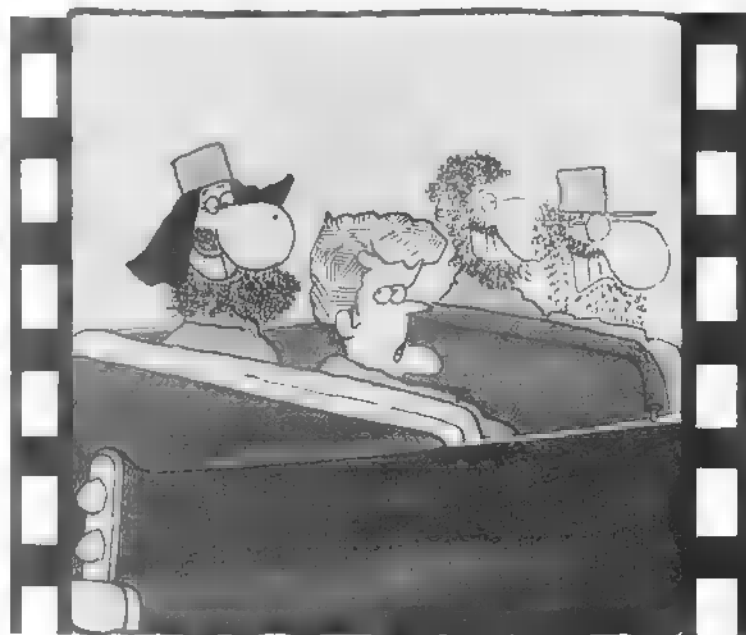


OMISSIONS ACCOMPLISHED DEPT.

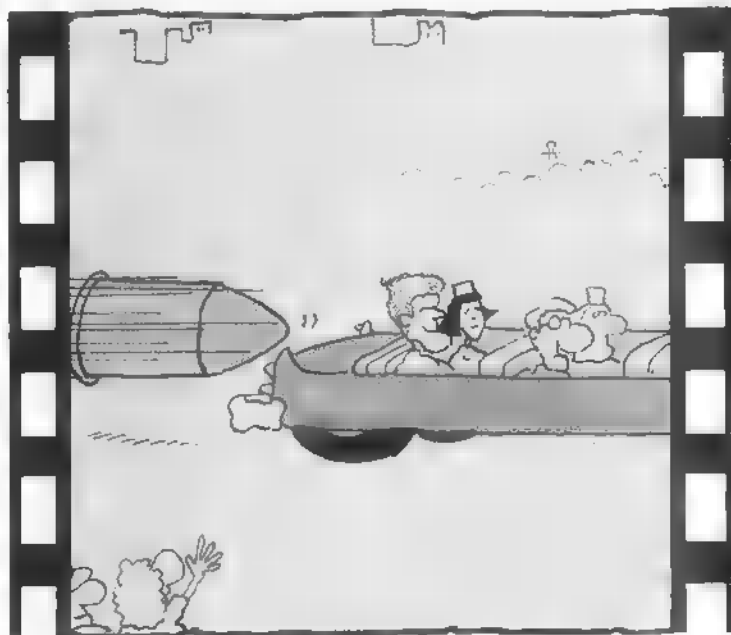
His movie caused a national stir as he implicated everyone from the CIA to the Chief Justice of the Supreme Court in an assassination plot and coverup. But what many filmgoers don't

JFK CONSPIRA

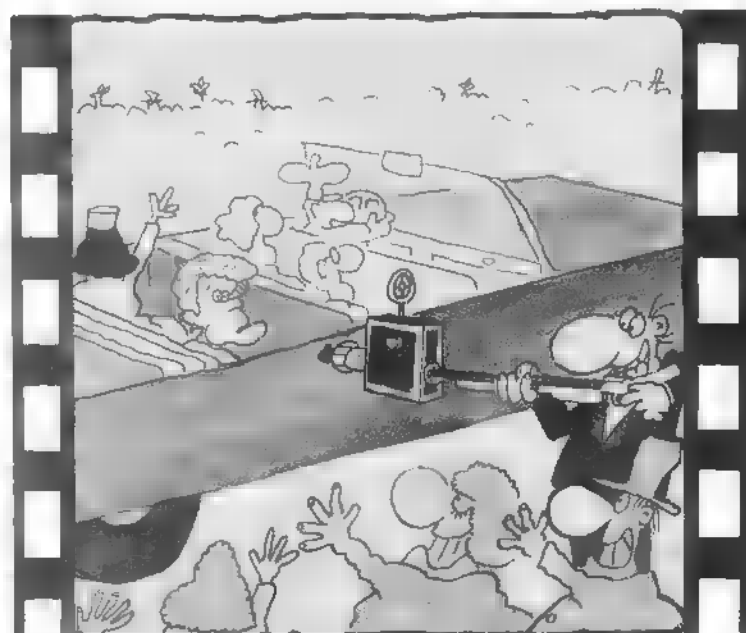
Oliver Stone Left on the



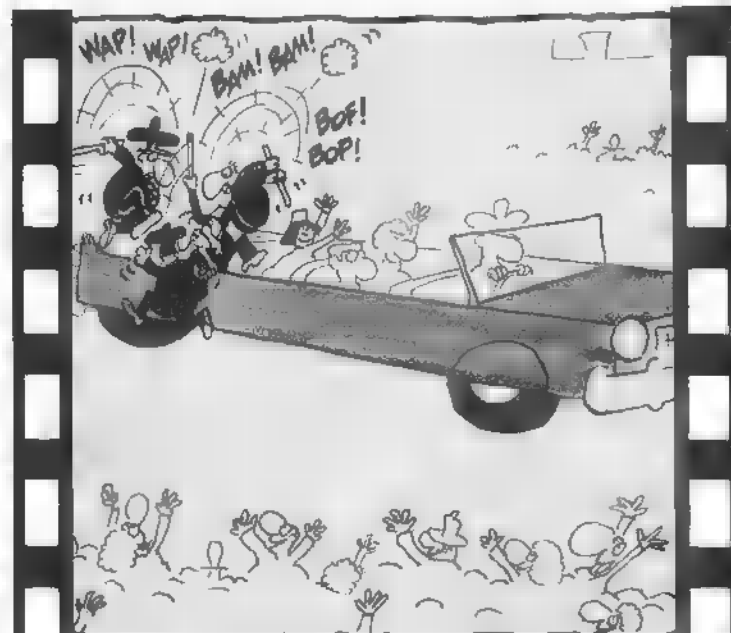
THE "CASTRO CONSPIRACY" THEORY



THE OTHER "SINGLE BULLET" THEORY



THE "ZAPRUDER HAD A GUN
■ HIS MOVIE CAMERA" THEORY



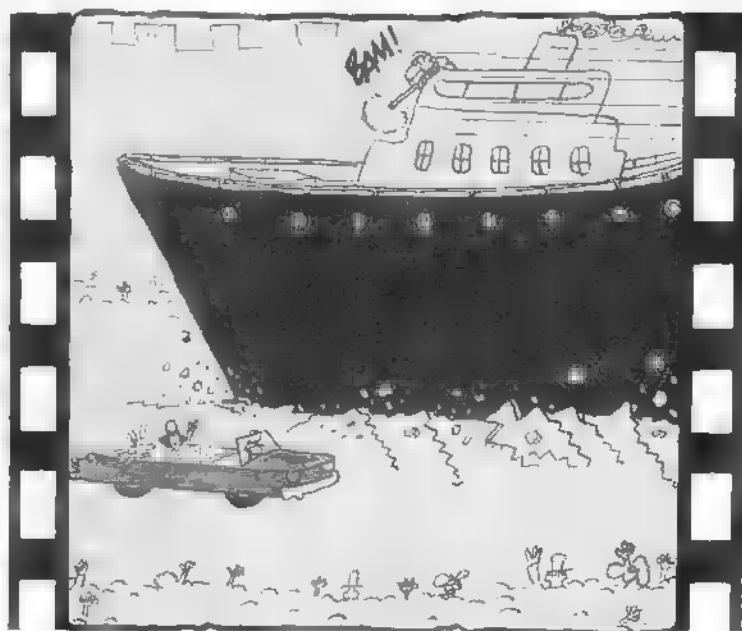
THE "L.A.P.D. DID IT" THEORY

know is that for every person or group that he implicated, Director Oliver Stone had many more suspicions that he was forced to remove! Now MAD reveals them for the first time in...

CONSPIRACY THEORIES

Cutting Room Floor

ARTIST AND WRITER: DUCK EDWING



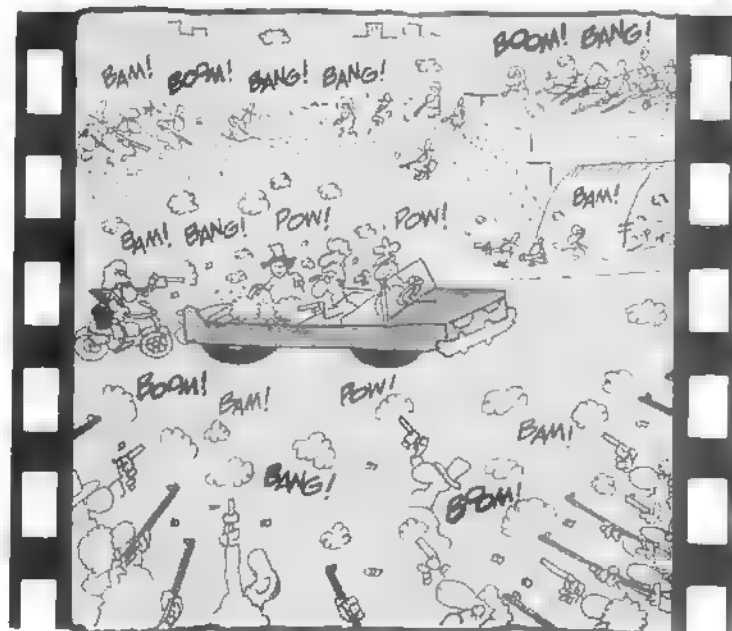
THE "ARISTOTLE ONASSIS DID IT SO HE COULD MARRY JACKIE" THEORY



THE "TRAP SHOOT" THEORY

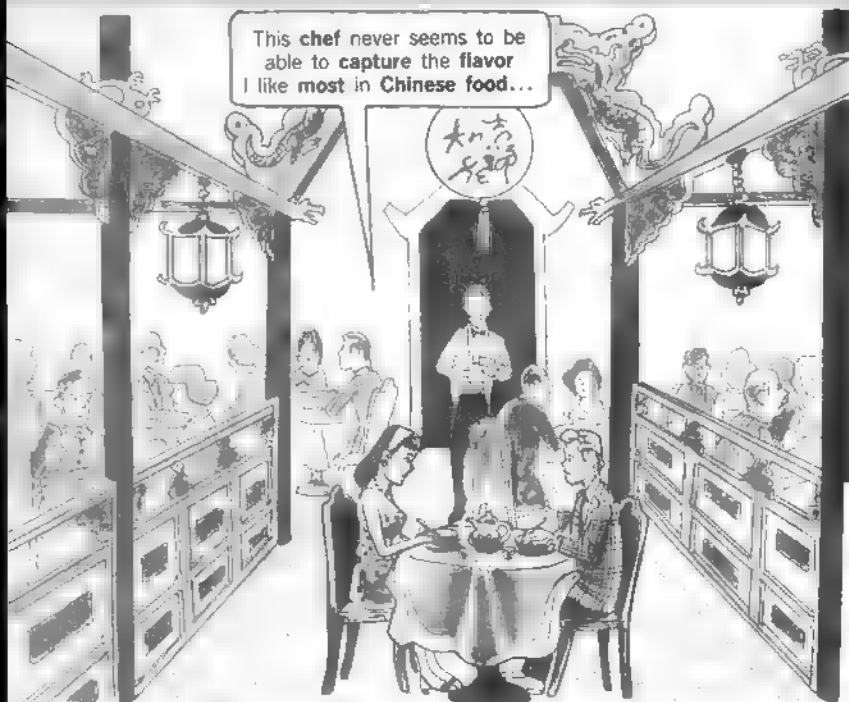


THE "SWITCHED JACQUELINE KENNEDY FOR A ROBOT PILL BOX HAT" THEORY



THE "EVERYBODY DID IT" THEORY

TASTE



BERG'S-EYE VIEW DEPT.

THE LIGHTS

SHOPPING



APPEARANCES

Wait a second, Danny! If you want to really impress that babe, as soon as she picks up the phone, give it to me and just start talking!

Uh, hi Carol, this is Danny Charney! I was wondering if you were busy Saturday night...

...great! See you at seven! Goodbye!

See? It worked! By moving it back and forth your voice was fading in and out! She thought you were using an expensive car phone!



R SIDE OF...

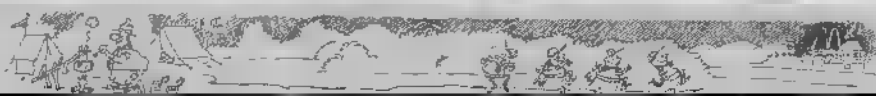
ARTIST & WRITER:
DAVE BERG

REVENGE

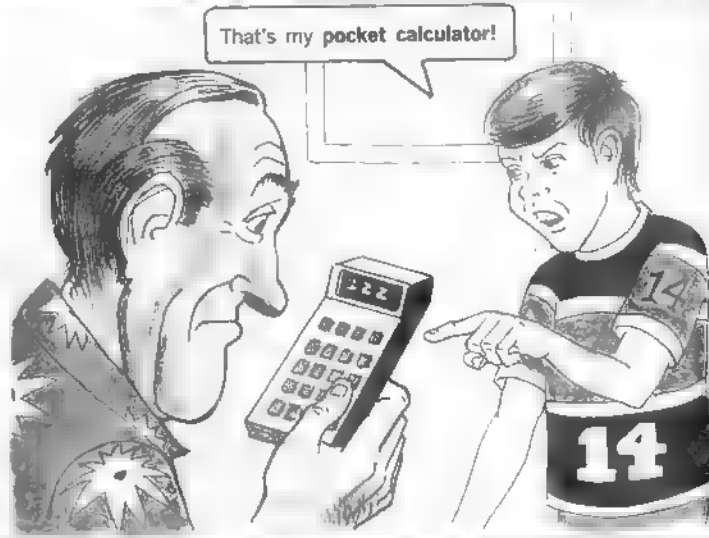
Doctor Veis, my last dentist moved to Arizona, so since you're in the neighborhood, I decided to come to you with my simple toothache!

Hmm, I thought I recognized you! You're the auto mechanic...

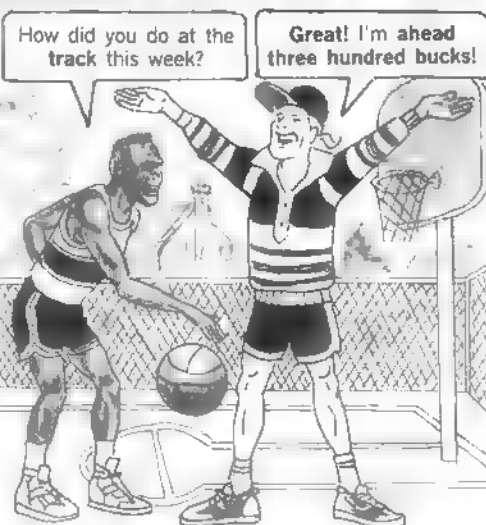
...who charged me \$350 for a simple tune-up!



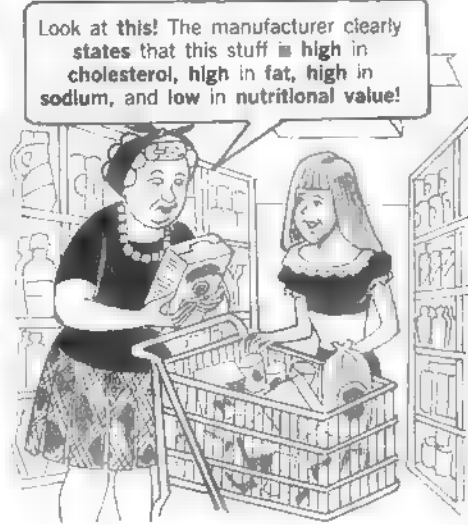
TECHNOLOGY



BEATING THE SYSTEM



MERCHANDISING



HOMEWORK



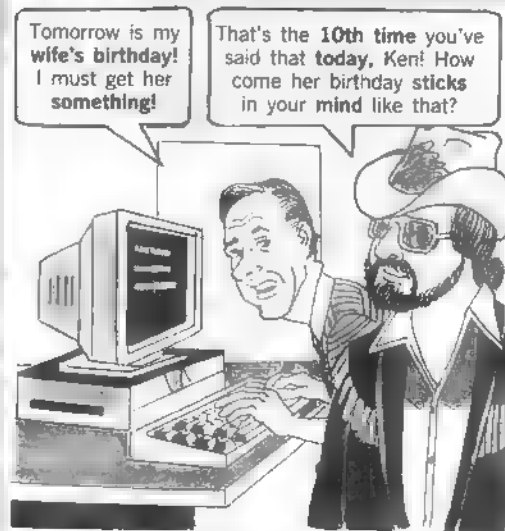
PRESENTATION



CHILDREN



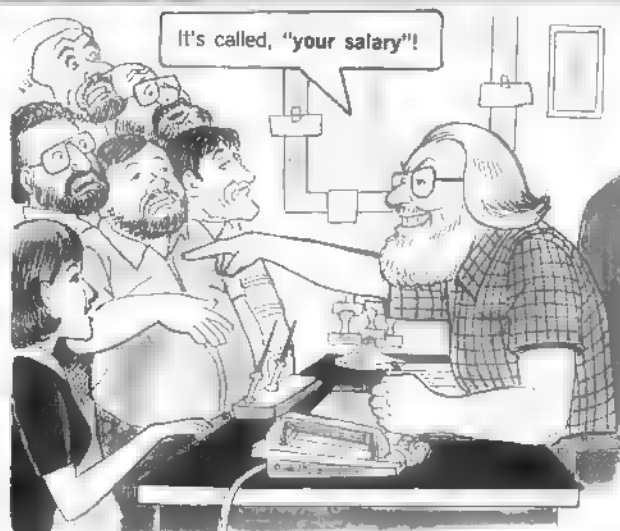
MEMORY



TRAVEL



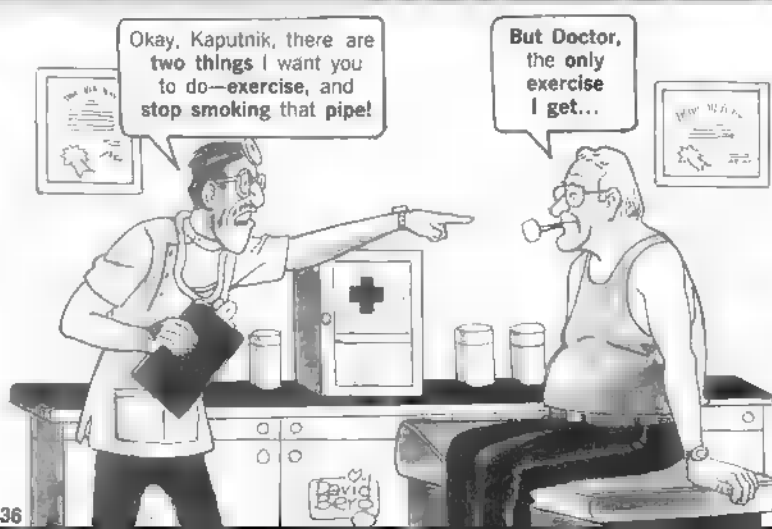
THE OFFICE



MAKE BELIEVE



DOCTORS



But Doctor, the only exercise I get...



LITTLE SHOPS OF HORRORS DEPT.



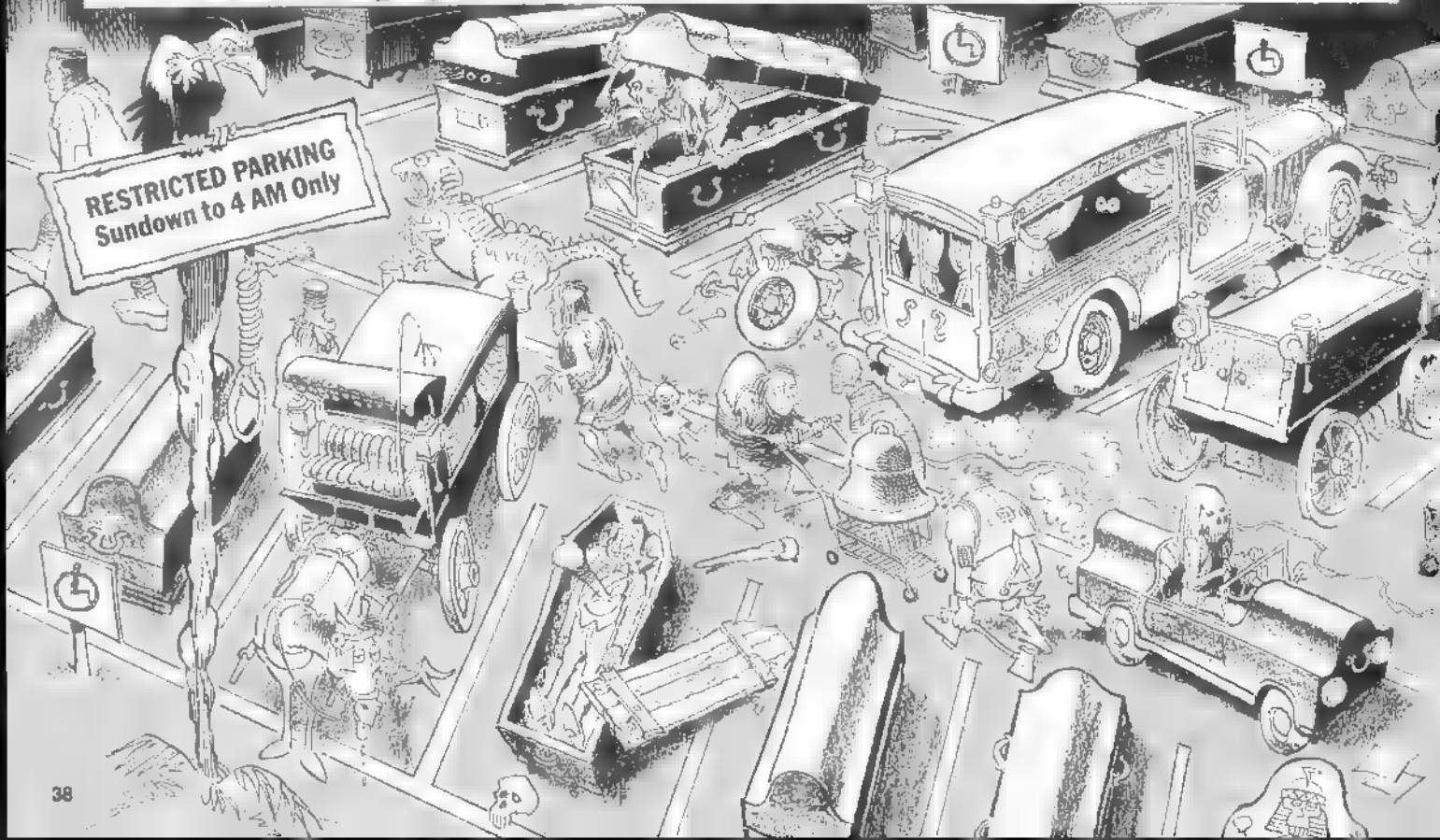
MAD PRESENTS Selected Scenes FROM THE Transylvania Mall

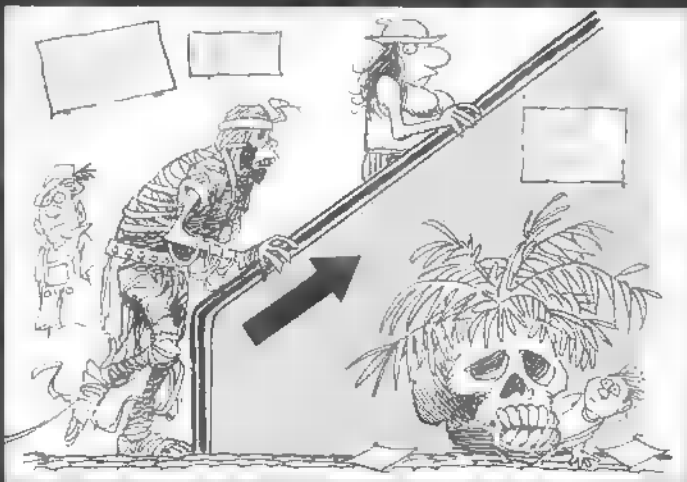


ARTIST: JACK DAVIS

WRITER: DUCK EDWING









It's part *Fatal Attraction*, part *Body Heat*, part *Jagged Edge*! It's got nudity, hype and controversy! It should be a classic, but...



BASICALLY IT STINKS

BUTTMAN RETURNS

SEE PAGE 4



ARTIST: ANGELO TORRES



With what's going on these days, Heterosexual sex is the safest way to go!

Boy, are YOU wrong!



Aaaaargh! This is one tough dating town!



The victim was a retired rock star!

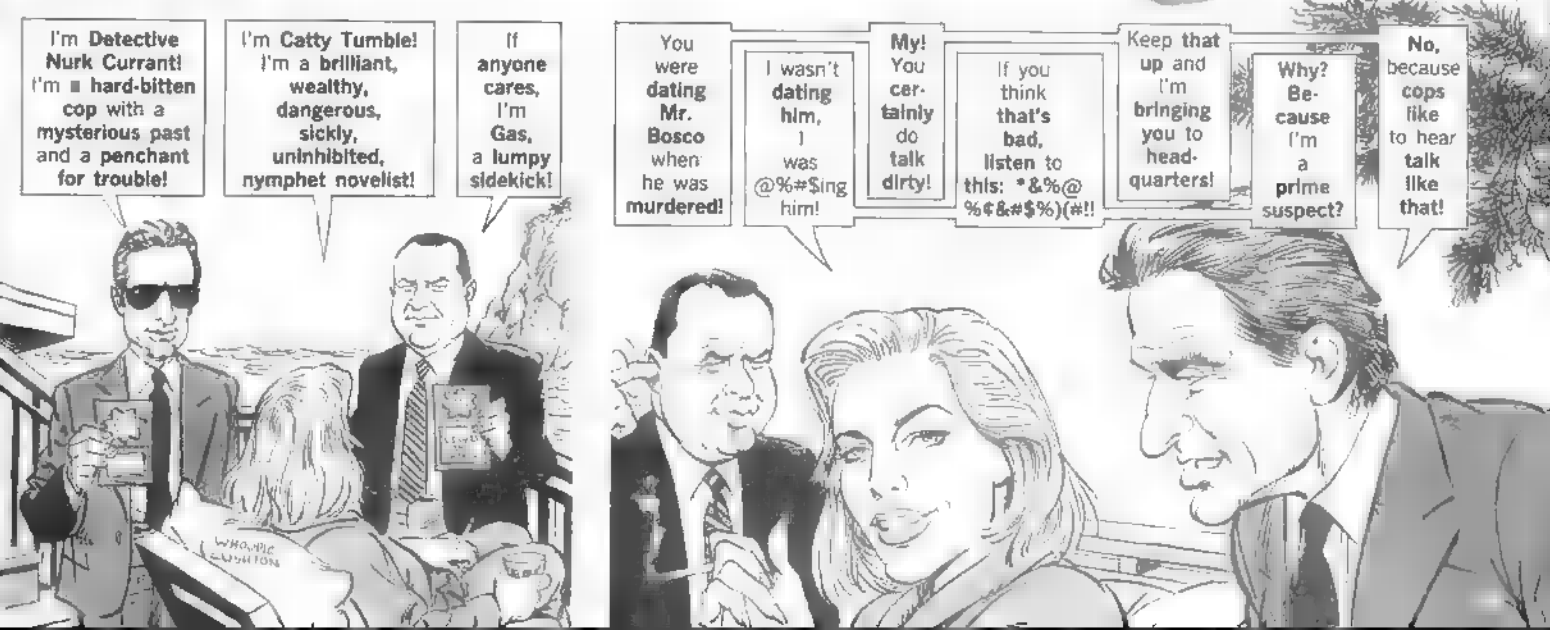
Are there any suspects?

Could have been a hooker! Could have been a girlfriend! Could have been someone who hates rock!

You're right! Okay men, scour Nob Hill! Pick up the usual suspects—anyone who's ever enjoyed Barry Manilow or Wayne Newton!



WRITER: ARNIE KOGEN



I'm Detective
Nurk Currant!
I'm ■ hard-bitten
cop with a
mysterious past
and a penchant
for trouble!

I'm Catty Tumble!
I'm a brilliant,
wealthy,
dangerous,
sickly,
uninhibited,
nymphet novelist!

If
anyone
cares,
I'm
Gas,
a lumpy
sidekick!

You
were
dating
Mr.
Bosco
when
he was
murdered!

I wasn't
dating
him,
I
was
@%#Sing
him!

My!
You
cer-
tainly
do
talk
dirty!

If you
think
that's
bad,
listen to
this: *%#@
%&#\$(#)!!

Keep that
up and
I'm
bringing
you to
head-
quarters!

Why?
Be-
cause
I'm
a
prime
suspect?

No,
because
cops
like
to hear
talk
like that!

Tell me...
How's it
going with
the most
disturbed
cop I've
ever
treated?

I'm clean,
Doctor
Groaner!
I've given
up booze,
drugs
AND sex!

Nurk, you're
a very
attractive
man! You don't
have to give
up ALL of
those things!

You're
right!
I'd give
anything
for a drink
right now!

My
God,
this
is a
tough
dating
town!

Here's the scoop on this
Tumble chick—she's a
novelist and a psycholo-
gist! Now get this...In
her last novel she wrote
about a rock star who
gets murdered during sex!

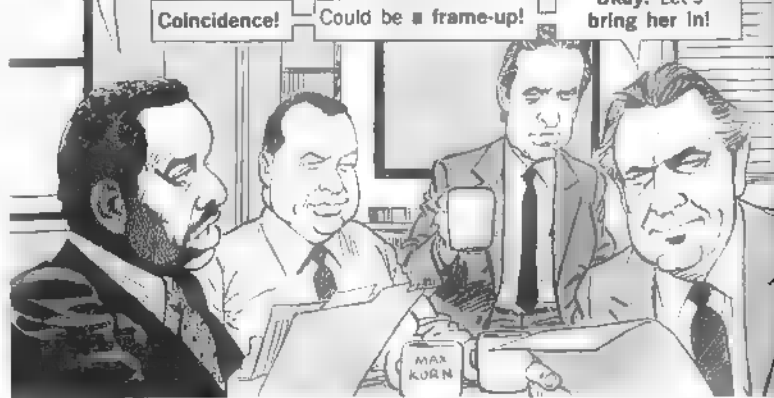
With an ice pick?
While he's tied to
a bedpost with a
white silk scarf??
She wrote about the murder before
it happened!

She was also seen
at the Texas
School Book
Depository in
Dallas on Nov.
22, 1963!

Okay! Let's
bring her in!

Coincidence!

Could be a frame-up!



Did you kill him?

Sex? That's all?

Fondled? Really? Wow!

We're cops! We've seen it all!
There's nothing you could
do that would unnerve us!

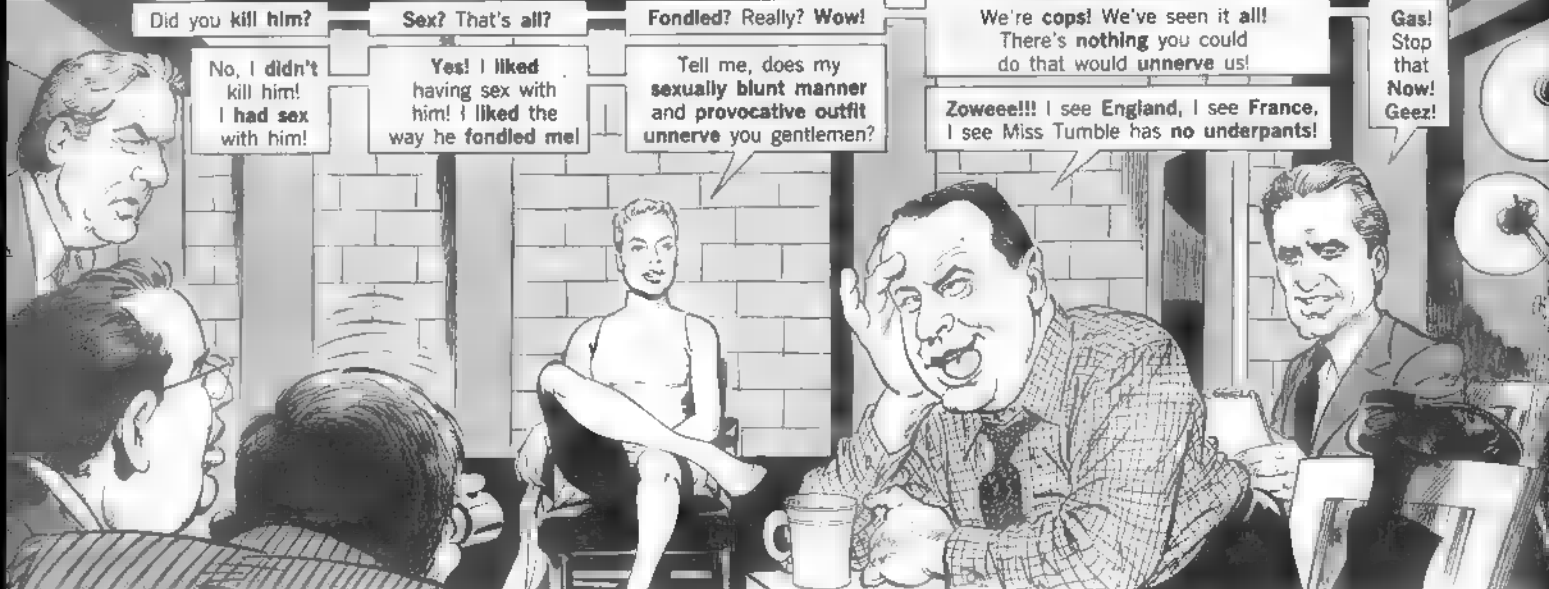
Gas!
Stop
that
Now!
Geez!

No, I didn't
kill him!
I had sex
with him!

Yes! I liked
having sex with
him! I liked the
way he fondled me!

Tell me, does my
sexually blunt manner
and provocative outfit
unnerve you gentlemen?

Zoweee!!! I see England, I see France,
I see Miss Tumble has no underpants!



We have a
strict rule!
We do not
allow smoking
here!

So, what are
you going
to do...
Arrest me?

Not you!
I'm
talking
about
them!

What's
your
new
book
about?

It's about a
detective who
falls for the
wrong woman!

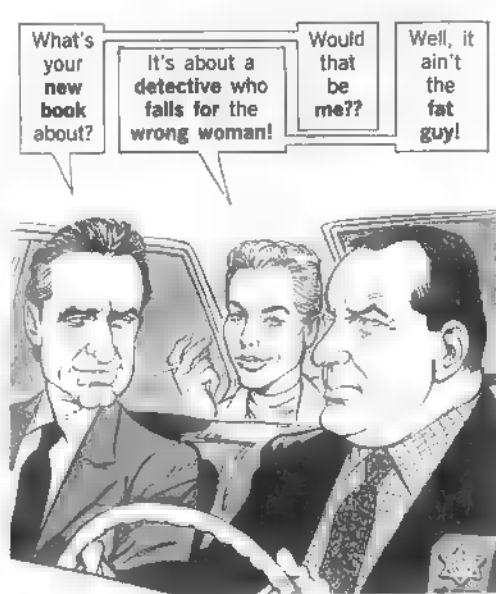
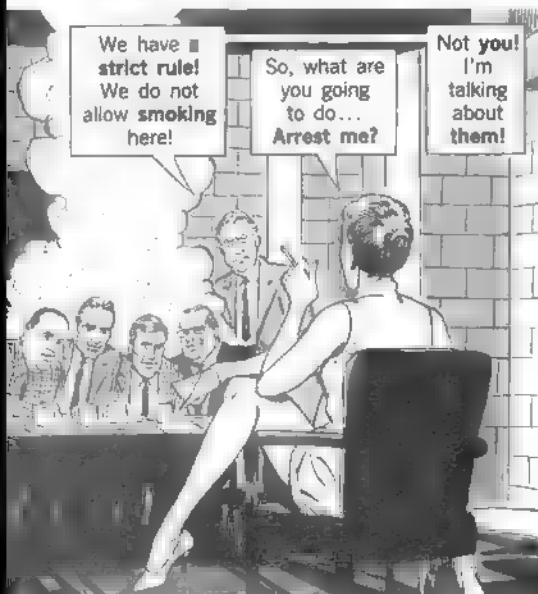
Would
that
be
me??

Well, it
ain't
the
fat
guy!

Isn't
this
weird
and
abnormal?

That you're
having sex
with your
psychiatrist?

No, that
we're not
doing it
on the
couch!





That was quite a little car chase you led me on!

You're no match for me, Detective! I can out-smart you, out-think you, out-race you!

You enjoy messing with my mind, don't you?

Perhaps! Now, let's try other parts of your body!

You mean...

Yes! Let's go upstairs and break the ice!



My God! You meant that literally, didn't you?

I know all about your past! Your nickname is "squirter!" You're a trigger-happy cop who killed two tourists! You're trying to stay clean but you're ready to snap... and I'm going to help you!

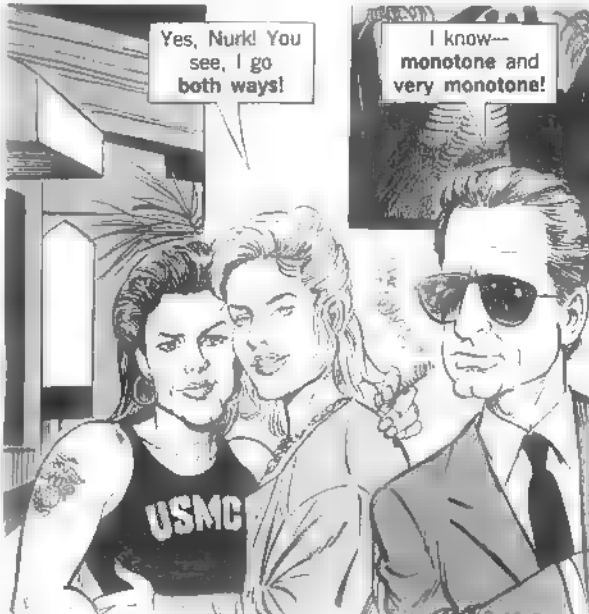
You kinky dame... I think I'm falling for you!

It won't be easy! There is someone else!



Yes, Nurk! You see, I go both ways!

I know—monotone and very monotone!



Catty Tumble is dangerous, Nurk! Stay away from her!

I knew her in college! She gives me the creeps!

She majored in Psychology. She had quite a reputation! She went three ways!

She had sex with the boys basketball team, the girls swim team, and the school mascot—Peppy the Porpoise!

How do you know?

You knew her in college?

Three ways?



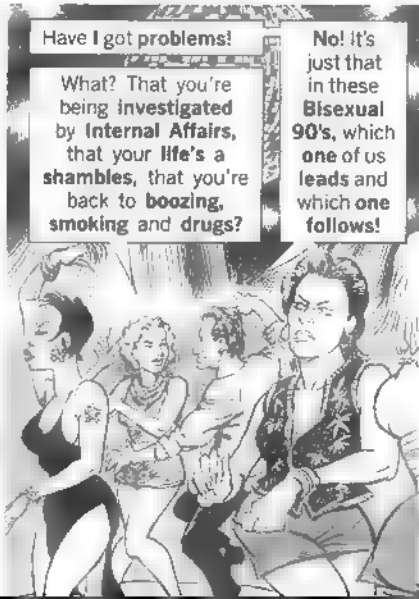
Have I got problems!

What? That you're being investigated by Internal Affairs, that your life's a shambles, that you're back to boozing, smoking and drugs?

No! It's just that in these Bisexual 90's, which one of us leads and which one follows!

I knew that you could never resist me!

This is part of police procedure! I'm going to kiss you into confessing!



She's incredible in the sack! She's the f*#@ of the century!

She's evil! She's Saddam Husseln without the underwear!

She's the f*#@ of the century!

You just said that!

I know! The studio wants me to say it a lot! They think we have a catchy bumper sticker, like Wayne's World's "NOT!"





So it was Racy! Racy was trying to kill me!

What happened?

She was jealous! She tried to run me over! I followed! We had a standard movie car chase, then her car went north in south-bound traffic!

Ironie! Even her CAR went both ways!



Racy's death ■ my fault! Everybody that I'm close to dies!

Don't blame yourself!

I'm devastated with grief!

I'm sorry! Is there anything I can do?

Yes... Oh, Yes...



THIS is it? This is how you grieve?!?

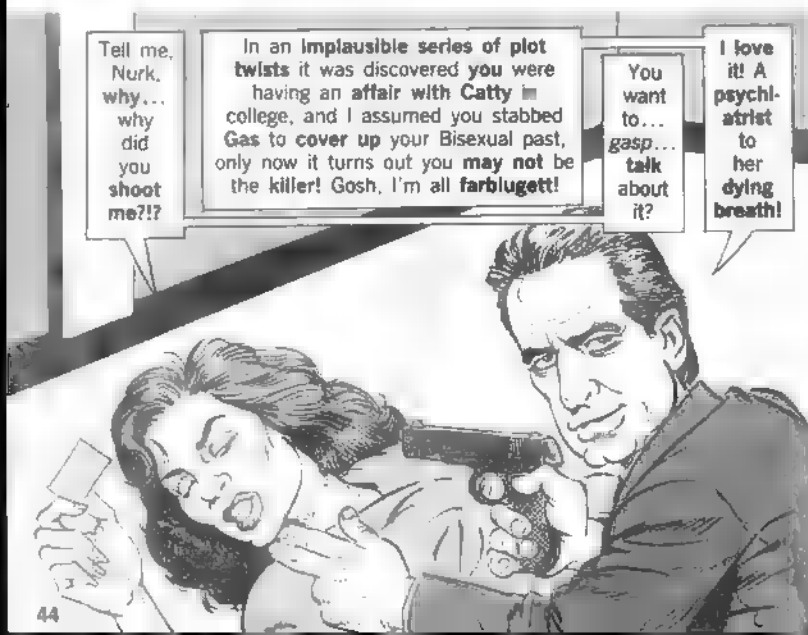
Yes, but out of respect to Racy, this time I'll tie you up with a black scarf and we'll make it a "quickie!"



Whoops! That's the umpteenth time in this film! I should have seen it coming!

That there'd be another brutal murder?

That there'd be another "moment" lifted from a classic movie. So far we've ripped off *Jagged Edge*, *Body Heat*, *Sea of Love* and *Fatal Attraction*! This scene is directly from *Dressed to Kill*!



Tell me, Nurk, why... why did you shoot me?!?

In an implausible series of plot twists it was discovered you were having an affair with Catty ■ college, and I assumed you stabbed Gas to cover up your Bisexual past, only now it turns out you may not be the killer! Gosh, I'm all farblugett!

You want to... gasp... talk about it?

I love it! A psychiatrist to her dying breath!



Well, the big, remaining question is—am I going to pull an ice pick from under the bed and stab you? Or...are we going to make passionate love for the 14th time ■ two days?!?

Who cares?!? Either way I'm a DEAD MAN!!!

A MAD

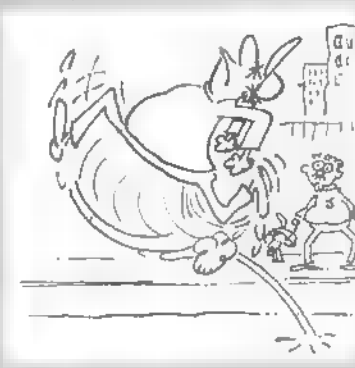
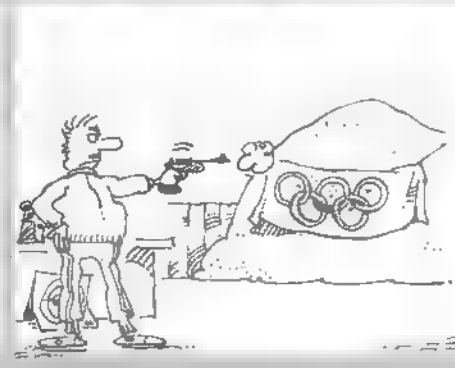
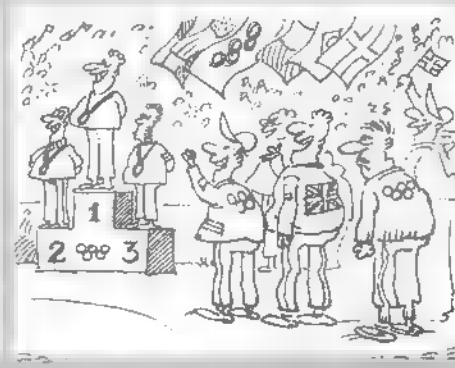
LOOK AT THE

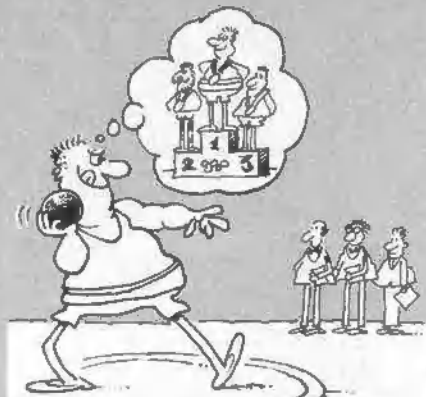
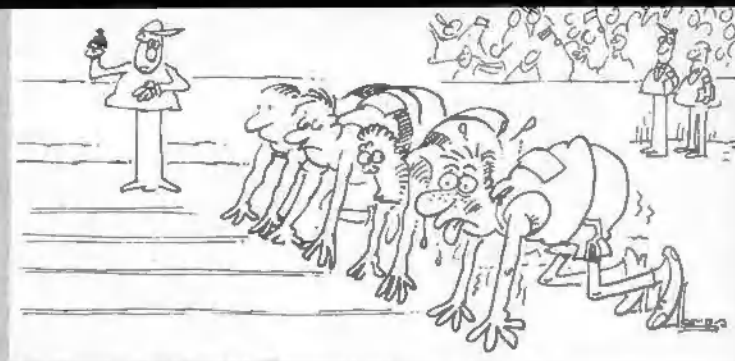
OLYMPICS



ARTIST AND WRITER: SERGIO ARAGONES

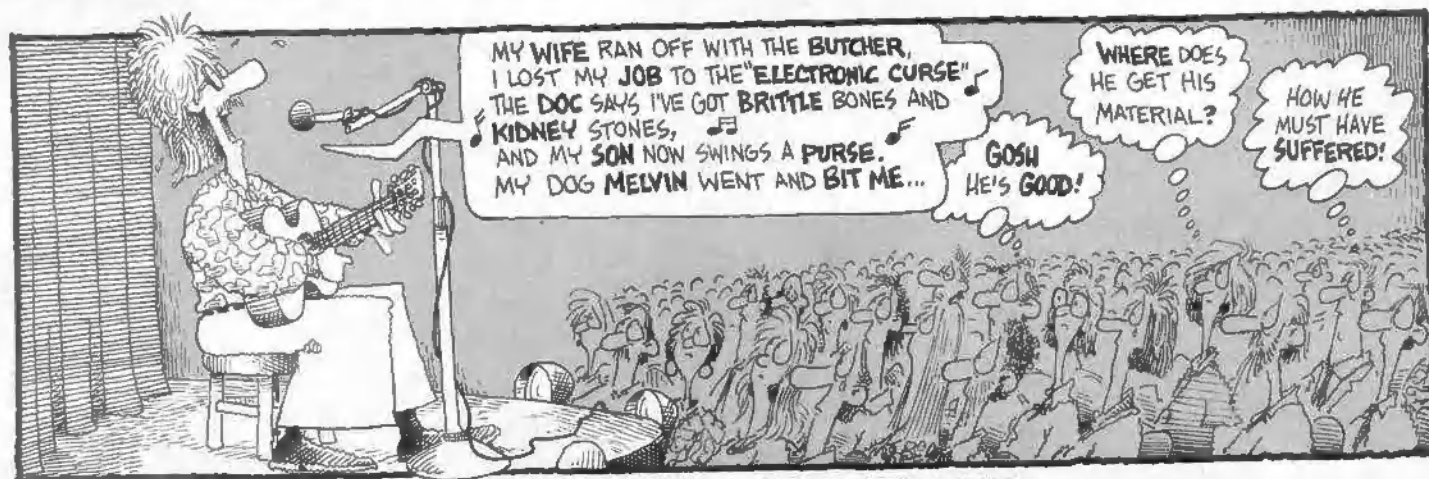
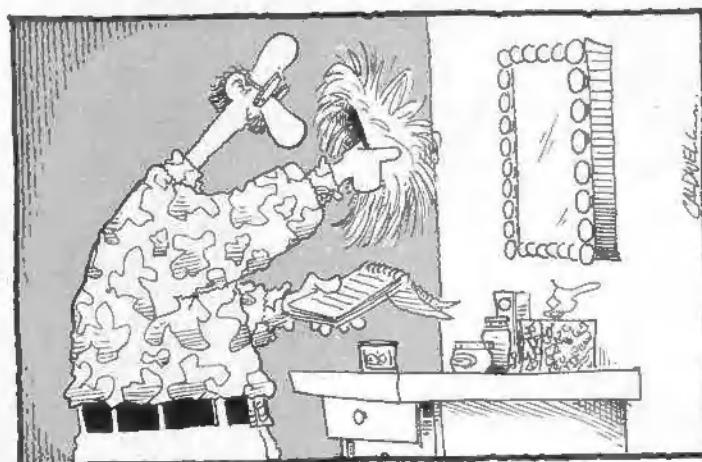
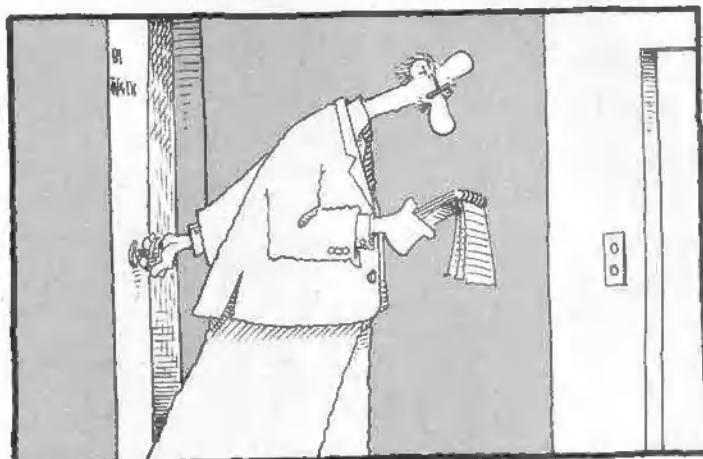
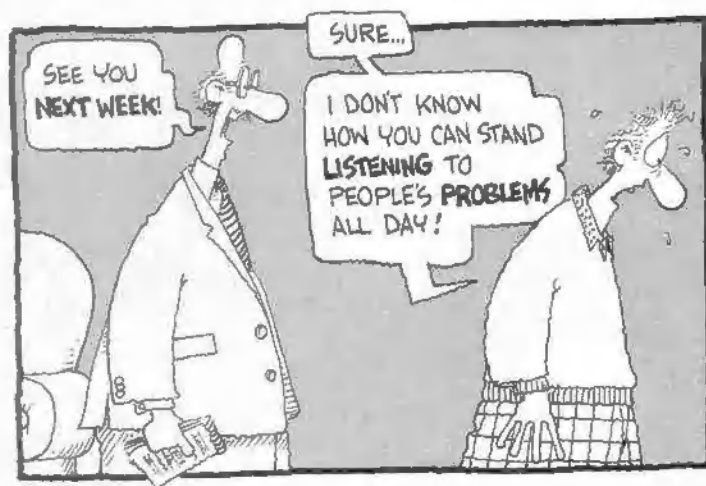






SHRINK RAP DEPT.

DRAMA ON PAGE 48



**What
Assumed Protector
of Our Individual
rights has been a
Stunning
Disappointment?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

**When it comes to individual rights
nothing can be taken for granted. To
see what has failed in protecting
them this time, simply fold in page.**



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**THE OPINIONS PEOPLE HAVE ABOUT RIGHTS ARE DIVID-
ED IN MANY WAYS. THERE ARE SOME GROUPS WHO
CAMPAIGN FOR CONSTITUTIONAL AMENDMENTS TO E-
RASE MANY OF THE RIGHTS WE CURRENTLY ENJOY!**

Freakland Mint Proudly Presents

America's Favorite Dictators!



They've Held The Fate Of Entire Nations In Their Hands—Now YOU Can Hold Them In Yours!

Now, you no longer need to wait until you're the leader of the Free World to start owning totalitarian rulers from around the globe! Thanks to Freakland Mint's decision to commemorate recent U.S. Foreign policy fiascos, you too may now own the same ruthless thugs deemed by our State Department as "valued allies essential to our national security!"

Each figurine is painstakingly handcrafted and complete down to the minutest detail, including the blood-stained hands, the ever-present arrogant scowl and the bulging pockets lined with currency looted from national treasures! Each figurine also has a built-in "laugh" microchip...To activate it, just make an empty threat to cut off arms shipments if they don't improve their human rights records...then listen to them snicker!

Best of all, each hateful, two-bit despot is small enough to fit into the back pocket of anyone who can afford to buy them! How much for all this? Just a few thousand dollars a month, every month, until we decide you've paid enough! Act now and we'll throw in the deluxe velvet-lined travel case FREE—just the thing for those last-minute flights to asylum in Bolivia!

The Freakland Mint

Producers of overpriced, cheesy keepsakes of incomparable tackiness since time began.

The Freakland Mint
Freakland, PA 19091

Attn: Forced Labor Dept.

Please send me America's Favorite Dictators, starting with the 11 shown above. Then, I will receive one Favorite Dictator every other month—more if necessary to keep up with current events! I need send no money now, though loss of self-respect may be immediate.

Signature _____

Address _____

City/State/Zip _____

BONUS: Order by Dec. 31 and get the first in our series of "Presidential Mistresses" FREE!

(Your signature on this form absolves Freakland Mint of any responsibility for the disappearance, beating, or torture of any other figurines you may own after this set arrives.)